DRAFT

IDG CHAIRMAN'S REPORT
FOURTH QUARTER FISCAL YEAR 1989

To Our Shareholders and Employees:

During the fourth quarter of Fiscal Year 1989, covering the period of July-September, 1989, IDG's worldwide consolidated revenues reached $90 million, a 9% growth compared to the same period last year.

This revenue growth was lower than our traditional level due to the fact that the prior year's results included the revenues of *Computer News*, *Macintosh Today* and *Computer Currents*, three unprofitable publications that we closed or sold at the end of the last fiscal year. Excluding the revenue of these discontinued operations, our revenue increased by 17% in the fourth quarter compared to a year ago. Our aftertax profit for the fourth quarter was $752,000, a 46% reduction from the loss of $1,640,000 of a year ago. In the fourth quarter when the majority of the IDG family of business units experienced the traditional summer slowdown is traditionally a loss making quarter.

This improvement in our profitability reflects the results of effective steps that have been taken throughout the IDG family of companies to control expenses, increase productivity and improve operating margins.

I am pleased to report that IDG worldwide consolidated revenue reached $369 million for Fiscal Year 1989, a 9% increase over the same period last year.

Profit after taxes reached $12.3 million compared to $4.9 million last year, a 151% increase from last year.

Our aftertax profit margin for Fiscal 1989 was 3.3% compared to 1.5% margin for the same period last year. Therefore, we are making encouraging progress toward the goal of a 10% aftertax profit level.

IN 1988BOVC

Congratulations to the following IDG business units which have increased their profitability during the fourth quarter of Fiscal Year 1989 compared to the same period last year:

Asia Computerworld Communications Limited
CIO Publishing
CW Communications AB (Sweden)
CW Communications Limited (United Kingdom)
CW Communications S.A. (Spain)
CW Publikationen AG (Switzerland)
Digital News Publishing
Federal Computer Week Publishing
IDC Asia
IDC Australia
IDC Belgium
IDC China
IDC European Technology Services Group
IDC Financial Services Group
IDC Germany
IDC Italy
IDC Japan
IDC Netherlands
IDC Scandinavia
IDC Survey Services Group
IDC Technology Services Group
IDC U.K.
IDC Washington
IDG Communicaciones C.A. (Venezuela)
IDG Communications/Japan
IDG Communications Pty. Ltd. (Australia)
IDG Communications SA (France)
IDG Communications Verlag AG (Germany)
Network World Publishing
Macworld Communications Company
PCW Communications Company

The results of our customer and reader evaluation surveys show that IDC companies are receiving top grades for the quality of their products and the excellence of their services. We can all take great pride in the fine progress being made in this area.

We can also be proud of the fine progress you are making in outpacing our competition and improving our overall profitability. I know that with the skills, enthusiasm and determination of the people in the IDG organization, we can make Fiscal Year 1990 our most successful year ever.

Thanking you for your support, I am,

Yours cordially,

Patrick J. McGovern
Chairman of the Board

Confidential

IDG Chairman's Report

Second Quarter

Fiscal Year 1989

IDG CHAIRMAN'S REPORT
FOR SECOND QUARTER OF FISCAL YEAR 1989

To Our Shareholders and Employees:

During the second quarter of Fiscal Year 1989, covering the period of January-March, 1989, IDG's worldwide consolidated revenues reached $96 million, a 10% growth compared to the same period last year.

This revenue growth rate was lower than our traditional level due to the fact that the prior year's results include the revenues of *Computer News*, *Macintosh Today* and *Computer Currents*, three unprofitable publications that we closed or sold at the end of the last fiscal year. Excluding the revenue of these discontinued operations, our revenues increased by 16% in the first quarter compared to one year ago.

Our pre-tax profit for the second quarter was $4.7 million, a 47% increase from the same period one year ago.

This improvement in our profitability reflects the results of effective steps being taken throughout the IDG family of companies to control expenses and improve operating margins as well as the elimination of the losses of the discontinued publications.

Our after-tax profit for the second quarter was $2.8 million, a 60% increase in the same period one year ago. This is an after-tax profit margin of 2.9%, compared to a 1.9% margin for the same period last year.

Therefore, we are making encouraging progress towards our goal of a 10% after-tax profit level.

Congratulations to the following business units of IDG, which have increased their profitability during the second quarter of Fiscal Year 1989 over the same period last year:

CIO Publishing
Computerworld Danmark A/S (Denmark)
Computerworld do Brazil Ltda. (Brazil)
CW Communicaciones S/A (Argentina)
CW Communications AB (Sweden)
CW Communications Limited (United Kingdom)
CW Publishing (U.S.)
Federal Computer Week Publishing
IDC Australia
IDC Belgium
IDC China
IDC Deutschland
IDC Italy
IDC Japan
IDC Korea
IDC Scandinavia
IDC Technical Services Group
IDC Washington
IDG Communications Ltd. (New Zealand)
IDG Communications Verlag AG (Germany)
Infoworld Publishing
Installed Technology International
Macworld Communications
Network World Publishing
PC World Publishing
World Expo/Conference Management Group

We can all take pride in the fine achievements that IDG companies are making around the world in increasing the quality of their products and the excellence of their services. This is reflected by the high marks we are getting in our customer and reader evaluation surveys.

Confidential

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Second Quarter

Fiscal Year 1989

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IDC Italy
IDC Japan
IDC Korea
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Thanking you for your support, I am,

Yours cordially,

Patrick J. McGovern
Chairman of the Board

IDG
International News Group

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COMPANY: IDGHQ

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Doing the lunch
thing tomorrow?

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BOSTON, MA 02111
FAX # 617- 423-0712

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We can also be proud of the fine progress you are making in outpacing our competition and improving our overall profitability. I know that with the skills, enthusiasm and determination of the people in the IDG organization, we can make Fiscal Year 1990 our most successful year ever.

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IDC China
IDC European Technology Services Group
IDC Financial Services Group
IDC Germany
IDC Italy
IDC Japan
IDC Netherlands
IDC Scandinavia
IDC Survey Services Group
IDC Technology Services Group
IDC U.K.
IDC Washington
IDG Communicaciones C.A. (Venezuela)
IDG Communications/Japan
IDG Communications Pty. Ltd. (Australia)
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IDG
COMMUNICATIONS

International News Group
33 West Street - Boston, MA 02111

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Yours cordially,

Patrick McGovern

Patrick J. McGovern
Chairman of the Board

January

IDG WORLD UPDATE

VOLUME 18, NUMBER 1

JANUARY 13, 1988

Highlights

☐ *CD-ROM Review*
Educational role key to market growth in1988
Page 2

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Page 6

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Inside

☐ *IDG Corporate Profile for First Quarter*

CMG

Communication Networks '88

10th Anniversary Show Approaching; Sweepstakes Winners Announced

IDG Conference Management Group is gearing up for a record-breaking success at its 10th Anniversary show in Washington, D.C.

Recently, winners of the first Communication Networks (CN) sweepstakes were announced. Over 1,500 qualified industry individuals submitted entry forms in response to ads that appeared in *Computerworld, Computerworld Focus, Digital News, InfoWorld, Mid-Atlantic Tech, Network World* and *PC World*.

Celebrating a decade as the industry's elite voice-and-data show, the Communication Networks promotion team structured the sweepstakes to gather quality prospects for the show.

"All entrants will receive continuous updates on the show," said **Susan Hadley**, manager of sales promotion.

Continued on p. 3

CD-ROM Review fuels market growth

"The greatest value of *CD-ROM Review* is its function as an educational medium," according to Publisher **Jeff DeTray.** "This is still a largely untapped marketplace; many businesses do not yet know the benefits of CD-ROM technology. By educating corporate decision-makers, *CD-ROM Review* is actually adding to the growth of the industry."

CD-ROM Review debuted as a "one-shot" issue in July 1986. Initial response to the magazine was tremendous, and it was launched as a bi-monthly in March 1987. Its readers now number 37,000.

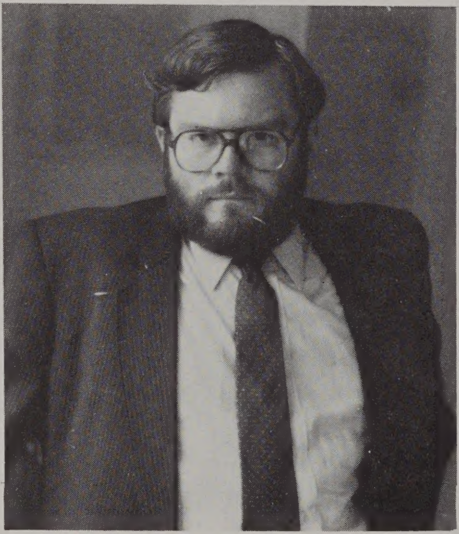
"Much of the CD-ROM market at this point consists of corporations putting their databases on CD-ROM, mostly for internal use. As the market continues its steady growth, more and more businesses will begin using CD-ROM technology to distribute information. CD-ROM is more a publishing medium than a storage medium."

2nd Annual Expo

In 1988, *CD-ROM Review* will make several concentrated efforts to educate its marketplace. The publication will co-sponsor the second annual CD-ROM Expo with LINK Resources. Produced by IDG Conference Management Group, the Expo will be held September 26-28 at the Hyatt Regency in Chicago, Illinois.

"It is to our advantage to work with another IDG subsidiary, the IDG Conference Management Group, because we will benefit from their know-how in the conference industry. This will be a great show," DeTray said.

CD-ROM Review will also institute a CD-ROM Continuous Information Service similar to that offered by IDC and LINK. The goal of this service is to provide very focused information on CD-ROM developments and rigorous testing of equipment and disks to 200 - 300 key clients. This service will be valued very highly.



Jeff DeTray

To support the new service, a test lab has been set up at CW/Peterborough in New Hampshire to test software and hardware.

"We will concentrate primarily on disc compatibility, and testing all combinations of hardware compatibility," said DeTray. Clients subscribing to the new service will receive a monthly newsletter and a quarterly bound report containing the latest findings from the test center.

Findings from the test center will be used to support the editorial content of *CD-ROM Review* in general, but the magazine will not publish information that is part of the Continuous Information Service.

Broad Appeal

The clients *CD-ROM Review* wants to attract for this service are CD-ROM hardware manufacturers, database publishers looking toward producing CD-ROM products in the future and individuals responsible for making CD-ROM purchase decisions in both corporate and non-corporate environments.

According to DeTray, although the service will be expensive, it will be very valuable also: If it prevents even one purchasing error, the service will more than pay for itself. "In this way, we are helping people who have not yet bought any equipment or discs, as well as those who have," DeTray said.

To Go Monthly

CD-ROM Review has also announced that it will go monthly in mid-1988, based on indications that the industry is indeed growing enough to support a monthly publication.

"*CD-ROM Review* is the established leader in the market; it has become widely read and highly respected by decision-makers in the CD-ROM field," DeTray observed.❑

Special Delivery: 1988 Calendar via China

Great global cooperation and impressive professionalism combined to produce the 1988 IDG Photo Contest Calendar.

The calendar, which includes the winning entries from this year's international photo contest, was designed in Framingham, Massachusetts, by CW Publishing graphic designer **Peter Gariepy.** Finished artwork, including color separations for the photos, was then shipped to China along with print specifications. **Chen Mingkun,** General Manager of *China Computerworld,* coordinated the printing in Beijing.

TED'S DINER
TED'S
DINER

The 1988 IDG Photo Contest Calendar

"We were delighted to be involved in such a global corporate project," Mingkun said.

"Everyone involved in this project did a tremendous job," said **Glenda Cudaback,** Director of Corporate Communications for IDG. "We took advantage of a multitude of talents around the world, and with the excellent help of administrative assistant **Leslie Ruderman,** we cleared customs in time to distribute the calendar at the December IDG Christmas party in Boston."

"The calendars really look great, and we were very happy to

Continued on p. 7

CMG

CN '88 Sweepstakes

Continued from p. 1

The Winners Are . . .

The grand prize, awarded to Robert Hofmann, data processing manager at Sigri Carbon, is four days at Communication Networks '88, including choice of a day-long tutorial and three days of conferences and expositions; round-trip airfare from the nearest major airport to Washington National Airport; and four luxurious nights at the Grand Hyatt Hotel. Estimated value is $1,695.

First prize was awarded to Helen Gurevich, senior system analyst at Meritor Credit Corporation. She won four free days at CN '88, including choice of tutorial, three days of conferences and expositions and hotel accommodations at the Grand Hyatt Hotel.

Second prize—free admission to four days at CN '88, a tutorial and three days of conferences and expositions—was awarded to Dr. Fat Lam, assistant professor of mathematics at Gallaudet University.

Third prize, given to Paul R. Dickel, marketing manager of RCA/GE, includes three days of conferences and expositions at CN '88.

CN '88 will be held January 25-28 in Washington, D.C. For more information, contact Nancy Thayer at IDG Conference Management Group, P.O. Box 9171, Framingham, MA 01701-9171.❑

Celebrating 10 years

Record crowds, exhibitions by 325 companies and over 200 new-product introductions are just some of the highlights expected at the Communication Networks 10th Anniversary Conference and Exposition.

CN '88 will be held at the Washington Convention Center in Washington, D.C., January 25-28. To date, some 3,000 attendees have registered for conferences and exhibitions, and IDG Conference Management Group anticipates a total of 17,500 attendees at the show over four days.

For more details about CN '88, contact Nancy Thayer, Manager of Public Relations, IDG Conference Management Group, at (617) 879-0700, x434.❑

Event-driven newsletter meets client demand

In the federal market for information technology, keeping up with legislative and regulatory changes is a challenge for vendors and users alike. IDC's Federal Division in Washington, D.C., helps its clients stay well-informed about these changes with two monthly newsletters: *The PIMS Advisor*, for clients of IDC's Procurement Information Management Service (primarily federal users), and *The FEDS Advisor*, for clients of IDC's Federal Data Service (primarily vendors selling to the federal government).

The two newsletters, though titled differently, are identical in content, with the information in each relevant to both target audiences.

"We write for vendor and user clients whose jobs depend on keeping up with legislative and regulatory changes," explained Editor **Nancy Niero.** "The newsletter is event-driven and responds to current events and those anticipated in the near future."

Niero monitors the U.S. Congress, government agencies and a variety of other sources to study proposed laws, recently enacted legislation and other changes affecting *Advisor* readers from an information technology perspective.

"The regulatory scene is in constant movement," Niero pointed out. "Our job is to report on that movement and to give our clients the information they need to make the right decisions."

> *"...much of the news in The Advisor is unique..."*

Trade Issues

Among the topics covered by *The Advisor* in recent months:

- bills introduced by Congress following news that the Soviet Union had acquired technology from Toshiba and other firms;
- the General Services Administration's Trail Boss Program, designed to help improve the quality of federal information resource procurement;
- ongoing updates about the reauthorization of the Office of Federal Procurement Policy;
- the departure of Undersecretary of Defense (Acquisition) Richard Gowdin;
- the federal government's largest telecommunications procurement, the FTS 2000;
- the effects that protests by the General Services Administration Board of Contract Appeals have on procurement.

Exclusive

"Our readers consistently tell us that much of the news in *The Advisor* is unique in that it cannot be found in any other publication they receive," Niero said.

Created seven years ago, *The Advisor* is part of a package of services received by PIMS and Federal Data Service clients. The newsletter has a growing list of subscribers and is an important tool for IDC's

Continued on p. 8

The FEDS Advisor

Federal Data Service

Confidential

IDG Quarterly Report

Third Quarter, 1987

Confidential

IDG Quarterly Report

Third Quarter, 1987

Dear Associates and Stockholders:

During the third quarter of this year, our worldwide consolidated revenues for IDG reached $67 million, a 28% growth compared to the third quarter of a year ago. However, expenses in the quarter increased by 36% to $67.7 million. Therefore, we experienced an operating loss of $.7 million compared to an operating profit of $1.7 million in the third quarter of last year.

For the first nine months of 1987, consolidated worldwide revenues reached $201 million, a 25% increase over the first nine months of last year. However, expenses rose considerably faster, reaching $194 million, a 36% increase over last year. Therefore, our operating income declined to $5.8 million, a 66% decline from the first nine months of last year.

There are three principal causes for the decline in our level of profitability. On each, we are taking timely steps to reduce or eliminate their unfavorable impact next year. They are:

a. **Overly-optimistic Revenue Forecasts:**
IDG business unit managers, particularly in the U.S., were overly-optimistic about the revenue goals they could obtain in 1987. In total, the managers forecast a revenue increase of 45% over 1986. To match this revenue growth goal, expenses were planned to increase by 38%. By the time it was clearly recognized that the actual revenue increase for the year would be between 25% and 30%, expense commitments had been made which did not allow expenses to be reduced in line with the lower revenue. So the expense increase this year is currently 36% over last year, considerably outpacing our increase in revenue.

For 1988 plans, we have asked all IDG business unit managers to make their plans on conservative market growth assumptions that they can certainly meet, and to cut their current level of expenses back to a level more in line with their 1987 revenue growth. During 1988, they have been asked to ensure that growth in revenue leads the growth in expenses.

b. **New Activities:**
New publication start-ups and acquisitions at IDG Communications that occurred after the approval of the 1987 plan, as well as higher than expected losses on two newer publications, *Digital News* and *Network World*, contributed to lowering our profitability versus plan. In 1988, all managers have been requested to focus their resources on expanding the revenue and profitability of their current products and services. We will continue to explore new venture opportunities in 1988, but with an eye to their funding and launch during 1989.

c. **General and Administrative Costs:**
In recent years, our G&A expenses have risen an average of 42% per year, while our revenue has risen 35%. We are taking appropriate steps to reduce our G&A costs back to a lower percentage of revenues and to ensure that, in the future, G&A costs will not increase at a faster rate than revenues.

In line with our corporate value of keeping our management staff lean, we will be drawing expenses out of our management and administrative functions and putting them in the direct action function of satisfying customer needs by producing, selling, and servicing.

Congratulations to the following business units of IDG which increased their profitability during the third quarter of 1987 over the same period last year:

Computer Publishing Group CPG (Italy)
Computerworld Norge A/S (Norway)
Computerworld Pty. Ltd. (Australia)
CW Communicaciones CRL (Venezuela)
CW Communicaciones S/A (Argentina)
CW Communications AB (Sweden)
CW Communications Limited (United Kingdom)
CW Publikationen (Austria)
CW Publikationen GmbH (Germany)
IDC Germany
IDC Italia
IDC Scandinavia
IDC U.K.
Link Resources
World Expo Corporation

The Board of Directors of IDG recently approved the 1988 business plan for IDG, which calls for a conservative 28% revenue growth over 1987 at a 21% expense growth. The plan calls for a 5% aftertax profit margin, an improvement over the disappointing 2% profit margin we expect for 1987. In 1989, we plan to get back on track with the 10% aftertax profit margin, which is our corporate goal.

On the bright side, IDG's revenue growth is more than twice as rapid as the growth in our market overall. This means that we are winning a greater share of our customers' business, and are outpacing our competition.

We serve the world's fastest growing major industry, and this industry's needs for our information services are greater than ever before. To succeed in this opportunity, our focus has to be to maintain the quality of our products at the highest achievable level, and to provide these products to our customers with the most efficient and effective service. We need to do this at the highest level of productivity.

I am proud of the high quality of the people throughout our company, and I know they have the skills, enthusiasm and determination to make IDG the most successful information services company in history.

Thanking you for your support, I am,

Yours cordially,

Patrick McGovern

Patrick J. McGovern
Chairman of the Board

IDG WORLD UPDATE

The Local Loop

VOLUME NUMBER 18 ISSUE 1 **JANUARY 13, 1988**

CLIENT SERVICE MANAGER

IDC is looking for a client service manager for the Communications Industry Research Program. Responsibilities include: Managing all aspects of day-to-day relations with CIR program clients; serving as the primary point of contact for the CIR telephone inquiry service; ensuring the prompt response of all client inquiries and maintaining current records of inquiry activity; ensuring that clients receive all published program materials in a timely fashion; maintaining up-to-date records of all CIR clients and be able to report on the status of all accounts; participating in the preparation of various communications research reports, memoranda, bulletins, and newsletters; assisting the program director in the sales and marketing of the CIR program. Key requirements include excellent verbal and written communication skills, strong interpersonal skills, self motivation, and the ability to work in a unstructured environment. Superior organizational skills, the ability to work cooperatively with a peer group, and basic knowledge of all aspects of communications are also required. Contact Jeff Kaplan, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x632.

STAFF WRITER

Network World seeks a staff writer for the Editorial department. Responsibilities include writing breaking news and new-product stories, generating story ideas and writing for the various sections in *Network World*. Story ideas and guidance will be provided initially, but staff writers are expected to rely increasingly on original story ideas as they become familiar with the communications industry. Candidate must be resourceful, aggressive and able to pursue stories from many angles. College degree and one year of professional journalism required. Contact Bruce Hoard, Editor, *Network World*, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700.

BOOKKEEPER

IDG's Finance and Accounting Department is looking for a bookkeeper. Responsibilities include bookkeeping duties for assigned IDG publications: accounts payable, accounts receivable, audits of billings and bank reconciliations. Position also requires data entry and assisting with miscellaneous bookkeeping functions. Contact Debbie Sobin, IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x410.

ADVERTISING COORDINATOR
AmigaWorld magazine has an immediate opening for an Advertising Coordinator. Responsibilities include record keeping; flow and accuracy of paperwork associated with advertising placements; interaction with Data Processing, Credit, Billing and Production departments; magazine advertisement layout; and report generation. Candidate must be a well-organized, detail-oriented professional with good communications skills. Ease with accounting practices and working under deadline pressure a must. Contact Kenneth Blakeman, *AmigaWorld* , 80 Elm Street, Peterborough, NH 03458. No phone calls please.

MAINTENANCE SUPERVISOR
CW Publishing is seeking a maintenance supervisor. Responsibilities include department moves and changes; upkeep of grounds (mowing, trimming and planting); warehouse runs; opening building; full rounds for security; cleaning and checking heating and air conditioning systems. 24-hour on-call nights and weekends. Building maintenance experience required. Contact Richard Ciliberto, CW Publishing, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x290.

CLASSIFIEDS

LOST: Somewhere at 5 Speen Street. Brown enamel Cartier pen; ball point. Sentimental value. If found, please return to Martha Shea, IDG Human Resources Department. Thank you!

IDG
INTERNATIONAL DATA GROUP

First Quarter, 1988

☐ IDG expects to end 1988 with net sales of $420 million.

☐ IDG's 1988 revenue objectives call for an average growth of 30% per year, with an after tax profit margin target of 10%.

☐ IDG employs over 3000 people worldwide.

☐ As of January 1, 1988, IDG Communications will publish over 90 magazines and newspapers in 34 different countries, including a new tabloid newspaper, *Macintosh Today*; a new monthly, *CIO Magazine*; and a group of three regional publications which operate as editions of *Computer Currents*.

☐ In September of 1987, IDG Communications announced a publishing joint venture with the Soviet Union to establish *PC World U.S.S.R.*, which is scheduled to debut during the first half of 1988. This is the first publishing joint venture in the U.S.S.R.

☐ IDC now serves over 3500 corporate clients. Clients include computer hardware and software producers who account for over 65% of the sales revenue of the computer industry.

☐ New IDC products for 1988 include research and market analysis on such areas as microprocessor-based systems, communication networks, and optical-disc technology.

☐ IDG Conference Management Group produced its tenth annual Communications Networks conference and exposition in January with over 1300 booths. IDG Communications companies in Paris and Tokyo will organize international telecommunications expositions this year, and in 1989.

Corporate Profile

This is a profile of the key characteristics of International Data Group operations.

You may cite these facts when asked for current information about the company.

Bakst assumes new communication role

Shelley Bakst has been promoted to director of corporate communications for IDC.

Bakst has worked with IDC since January 1984 as both senior analyst and manager, Client Services, for the company's office programs. During 1987 Bakst also served as a consultant to IDC's Technology Futures Service. Prior to her experience at IDC, Bakst worked as a marketing consultant.

Baskt's role will be key during the coming year, according to **Tom Swithenbank**, IDC senior vice president of operations.

"IDC staff make a tremendous effort to provide our clients with quality research analysis and telephone inquiry support," Swithenbank said. "We now need to share our expertise with a wide audience. Beginning in 1988, we will be in a position to favorably impress prospective clients, the press, and other crucial audiences, as well as underscore our worldwide industry leadership and commitment to our current base of clients."

> *Bakst intends to operate pro-actively in her new position.*

IDC's wide range of services offers broad opportunities for increased communication and public relations. Chairman **Carl Masi** said, "Shelley understands IDC's needs and has the communications skills, energy and creativity to accomplish a great deal for IDC."

Bakst is enthusiastic about her new responsibilities at IDC. Her chief priorities are to provide consistent communications within IDC and to promote IDC to external audiences. Bakst intends to operate pro-actively in her new position.

"IDC executives are constantly on the road," she said. "Analysts attend our own conferences and scores of trade shows throughout the year. I will advance these shows by setting up one-on-one media appointments. In this way, the anlayst is able to share opinions about the exhibitors and their products in a timely, on-the-spot, market-supportive manner."

Bakst will also plan itineraries for key IDC personnel. She will create a media kit containing an IDC analyst resource listing and will be responsible for press releases on latest survey findings and articles for publication.

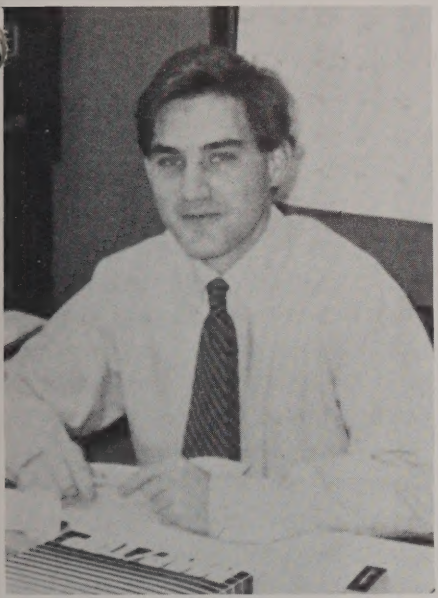
Bakst notes that each IDC analyst spends 12 months learning a tremendous amount about four to eight specific markets. This expertise is usually only shared with the twenty to sixty clients who subscribe to the program. Bakst will be responsible for expanding that audience and increasing the visibility of IDC analysts.

Shelly Bakst, IDC's new Director of Corporate Communications, has been with IDC since 1984.

In 1988 . . .

Masi sums up the philosophy underlying the coming year's corporate communications activities: "In 1988, IDC must create and implement new ways to take advantage of our tremendous resources and share our capabilities with as many key people as possible."❑

People



Gonze is senior writer

Josh Gonze was recently promoted to senior writer at *Network World*. Concentrating on wide-area data communications, Gonze will now be responsible for creating a network of news sources, generating original story ideas and writing three to four stories each week.

Gonze has worked at *Network World* since its creation in March 1986, originally as a copy editor and most recently as a staff writer.

Prior to joining *Network World*, Gonze was a newsletter intern at the National Taxpayer's Union in Washington, D.C. He earned his B.A. in economics in 1984 from Oberlin College .

"My new responsibilities will give me a chance to contribute more to what I think is the best communications publication," said Gonze.

"Josh has done excellent work in his two former positions with *Network World*," said Editor-in-Chief **Bruce Hoard**. "He is an aggressive, thorough reporter and a strong writer. He has exhibited attention to detail and deadlines, and is continually widening his understanding of technical and industry

IDG London's New Assistant

Aida Muirhead-Hernandez was hired as an assistant at IDG's international accounting office in London.

Muirhead-Hernandez will be responsible for personal/administrative assistance to International Controller **Ian Thalmessinger** and Assistant Controller **Keith Arnot**. She will also prepare international balance-sheet consolidation and cash-management reports while tracking receivables and monitoring the IDG Communications trademark database.

Muirhead-Hernandez earned a B.A. in business studies from Middlesex College, London, and a secretarial diploma at Langham Secretarial College, also in London. While a student, she worked at the Panamanian Embassy in Caracas, Venezuela.

"I am happy to be working in such an exciting, fast-paced environment," said Muirhead-Hernandez.

"Aida is extremely intelligent and hard-working, and we're very pleased to have her on board," Thalmessinger said.❑

Petrosky Promoted

Mary Petrosky was recently promoted to senior West Coast correspondent at *Network World*. She had been West Coast correspondent for *Network World* since March 1986.

In her new position, Petrosky will be responsible for tracking news and covering trends throughout the entire West Coast, including the Silicon Valley, from her San Francisco, California, location.

Before joining *Network World*, Petrosky was senior writer for *InfoWorld* for one year. Previously, Petrosky was editorial manager at Franson and Associates, a high technology public-relations firm, and managing editor at *Western Office Dealer*, a monthly publication targeting office-products dealers.

Petrosky earned her B.A. in communications from Rutgers University in New Brunswick, New Jersey.

"I am very excited about my enhanced responsibilities as senior correspondent," Petrosky said.

"Since joining *Network World*, Mary has succeeded in enduring the challenge of working in a remote bureau without the direct benefit of colleagues," said **Bruce Hoard**, Editor-in-Chief. "It has been her job to cover a large section of the country (the West Coast), as well as a small but significant region (the Silicon Valley). She has performed both tasks admirably and has received high praise from users, vendors and other journalists."❑

Continued from p. 3

see so many entries from all over the world," said *Computerworld* Senior Editor **Glenn Rifkin**, who coordinated the photography contest.

By January 20th, all IDG offices should have received their supply of 1988 calendars.
For additional copies of the calendar, contact Véronique Sulliger at (617) 875-5000, x426, E-mail IDG.V/Sulliger.❑

Newsletter...

Continued from p. 4

sales force, Niero added.

The newsletter is written, edited and produced at IDC Washington offices in Vienna, Virginia, and printed and mailed from Framingham. Each issue runs between eight and twelve pages.

Niero has been with IDC since February 1987. *The Advisor* staff also includes **J. Jones,** Program Manager; **Nan Taylor,** Analyst; and **Marietta Henderson,** Production Manager.

"*The Advisor* is an example of the kind of unique services IDC can offer its clients," said Niero. "If we continue to do our job effectively, our clients in the federal market will find that the information we deliver can't be macthed by any other provider."❑

IDG WORLD UPDATE

Editor
Peter Moore

Contributing Editors
Larry Bishop
Mary Dolaher
Susan Perry
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.P/MOORE.

Correction

In the Special Holiday Issue of *IDG World Update*, page 1, IDG Conference Management Group was inadvertently omitted from the list of companies attending the annual IDG Christmas party in Boston. Employees from IDG Conference Management Group *did* attend the party and had a wonderful time! *Update* regrets the omission.

Happy Anniversary

TWENTY YEARS
Walter Boyd - IDG

TEN YEARS
Marina Bonacci - CW
Margaret Shannon - CW

NINE YEARS
Averie Rosemark - IDC
Marina Young -
IDC/Washington
Will Zachmann - IDC

SEVEN YEARS
Bill Cadigan - CW
Jay Wagman - IDC

SIX YEARS
Dorothy Ferriter - CW
Elaine Rabinow - CW
Claire Wallace - PCWCI

FIVE YEARS
Loretta Giglione - PCWCI
Joan Daly - CW
John DeSouza - IDC

FOUR YEARS
C. William Reed - LINK
Michael Wozmak - CW/P
Denise Caruso - PCWCI
Barbara Lewis - PCWCI
Catherine Keefe - CW
Pauline Smith - CW
Shelley Bakst - IDC
Lori Cardarelli - IDC
Nanette Taylor - IDC

THREE YEARS
Richard Larson - CW/P
Margaret O'Reilly - PCWCI
Lois Beninati - CW
Paul Bonarrigo - CW
Nancy Percival - CW
Robin Poulin - CW
Christine Boyl - IDC
Kevin Brennan - IDC

TWO YEARS
Helen Callan - LINK
Anne Joch - CW/P
Holly Lomax - CW
Ann Lorraine Witzell - CW
Alice LaPlante - IFW
Kathleen Comiskey - IDC
Brad Thorpe - IDC

ONE YEAR
James Ivers - LINK
Patricia Lang Barry - CW/P
Steven Smith - CW/P
Janet Tiampo - CW/P
Ed Chittenden - PCWCI
Marlene Nesary - PCWCI
Daniel Orum - PCWCI
Alisa Pascale - PCWCI
Jean Bozman - CW
Joanne Kelleher - CW
Eileen Lobaugh - CW
Barbara Murphy - CW
Pierrette Vene - CW
Kathleen Lawrence - DNP
Martha Hunt - IFW
Jeffrey Angus - IFW
Michael McShane - IFW
Dave Topus - FCW
Anne Armstrong - FCW
Glenda Cudaback - IDG
Bob Randolph - IDC
Mike Raimondi - IDC
Lulu Paw - IFW
Deborah Sibony - IFW
Carl Masi - IDC
Kathleen Chopek - IDC
Ethel Muchnik - IDC
Heidi Frehner - IFW

IDG WORLD UPDATE

VOLUME 18, NUMBER 2 JANUARY 20, 1988

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* * *

☐ *Network World*
New independence as single business unit
Page 5

* * *

Inside

☐ *CW/Hungary Scores Publishing Coup*

COMPUTERWORLD

Record January

Success reflects positioning, market shifts

Dramatic increases in PC advertising and an editorial product that reflects the related shifts in this segment of the market have contributed significantly to *Computerworld*'s record January advertising revenues. Display and Recruitment advertising both registered impressive gains over last year.

"There has been a tremendous shift in the PC market," said Associate Publisher **Val Landi**. "Our new product positioning set us up to take optimum advantage of advertisers' increased need to target their message at the new MIS director. In 1984, only 22% of our advertising was PC-related. In contrast, in the last quarter of 1987, 53% was PC-related."

Because MIS directors are increasingly involved in PC acquisition and integration in corporate information systems, advertisers are turning to *Computerworld* as the most effective medium for their message.

"Our editorial team has redirected the publication so its content addresses the rapidly changing needs of today's

Continued on p. 3

CW Informatika Scores Publishing Coup

Almanac completed in just 10 months

In a major publishing coup that stunned skeptics in the Hungarian book trade, Computerworld Informatika Ltd., Budapest, recently took just 10 months to compile and print *The Book of Facts '88*, an almanac that surpasses any comprehensive reference work published in Hungary in the last several years.

"It's been decades since a reference work of any kind has been published in Hungary," said Dezso Futasz, managing director of CW Informatika. "There was clearly a need for this book."

CW Informatika publishes the bi-weekly *Computerworld SZT*, the monthly *PC Mikrovilag*, and newsletters for the Hungarian market.

The Book of Facts '88 is an 852-page volume covering cultural, economic and political profiles of Hungary and 160 other countries, as well as hundreds of other topics, including the computer industry, sports, religion, history, international scientific achievements, Nobel prize winners and more. Data on Hungary include statistics on the country's labor force, standard of living, financial institutions and health care.

"In many cases, this almanac marked the first time such data was published in Hungary, especially in a single source," Futasz said.

Record time

That the almanac was published at all impressed many in Hungary, but especially remarkable was the book's 10-month production schedule.

"When we first started on the book, we were told it was nonsense to expect to finish it on time. Yet here it is!"Futasz said.

With a permanent staff of just two and financing provided by a Budapest publishing company, CW Informatika started work on *The Book of Facts* in early 1987. Nearly 100 scientists, writers, journalists, statisticians and other experts contributed to the database.

Fantastic sales

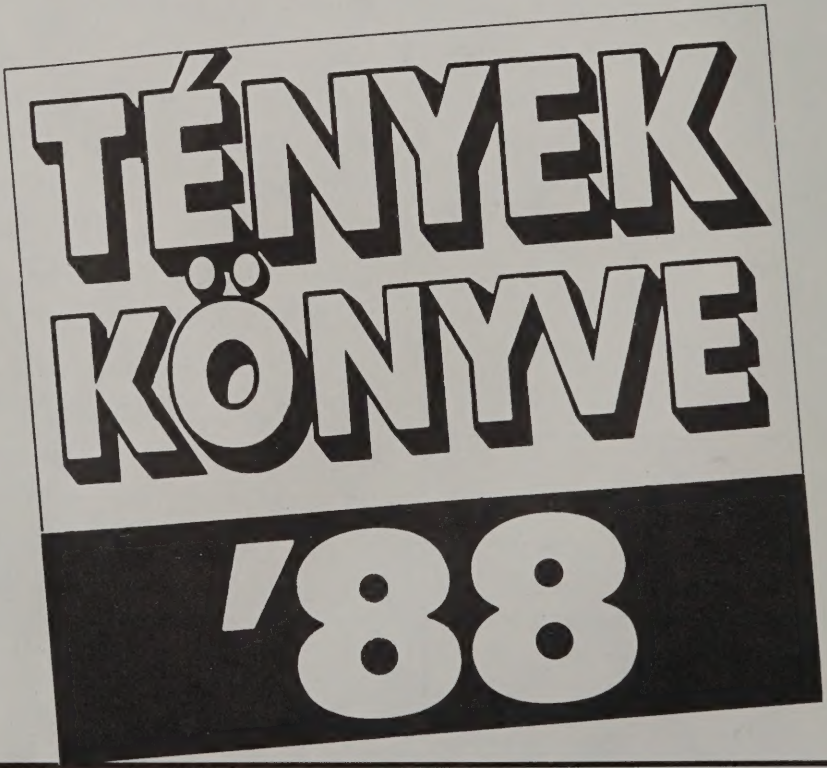
The first press run was 100,000, and 60 percent of the copies were sold within a month of release. The almanac is being sold to the public through bookstores owned by Hungary's three main book distributors and to the country's public libraries.

"Sales have been overwhelming, even though the book is relatively expensive by Hungarian standards," Futasz said. The impressive success of the almanac has enhanced the company's image with its regular readership and expanded its visibility throughout Hungary.

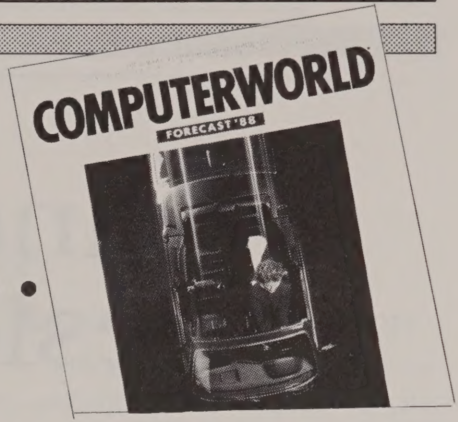
Kudos from the press

The Book of Facts was a hit with the Hungarian press as well. A columnist for a leading daily newspaper wrote that, with the book now available, he couldn't imagine

Continued on p. 8



COMPUTERWORLD



January success..

Ad revenues ahead of '87 pace

Continued from p. 1

MIS director," said IDG Communications President **Axel Leblois.** "*Computerworld* is now perfectly positioned as the logical buy for marketers of PCs and related technology."

> *Total ad revenue was up 20% over January 1987.*

Advertisers have also committed to purchasing space earlier and with greater frequency. *Computerworld's* display advertising, which accounts for more than 80% of ad revenues, increased by 18% in January, to $2.67 million. Total ad revenue was up 20% over January 1987.

Recruitment up 63%

Recruitment Advertising Director **John Corrigan**, who joined *Computerworld* a year ago to expand this important advertising category, pushed January revenues up to $420,000, a gain of 63% over January 1987.

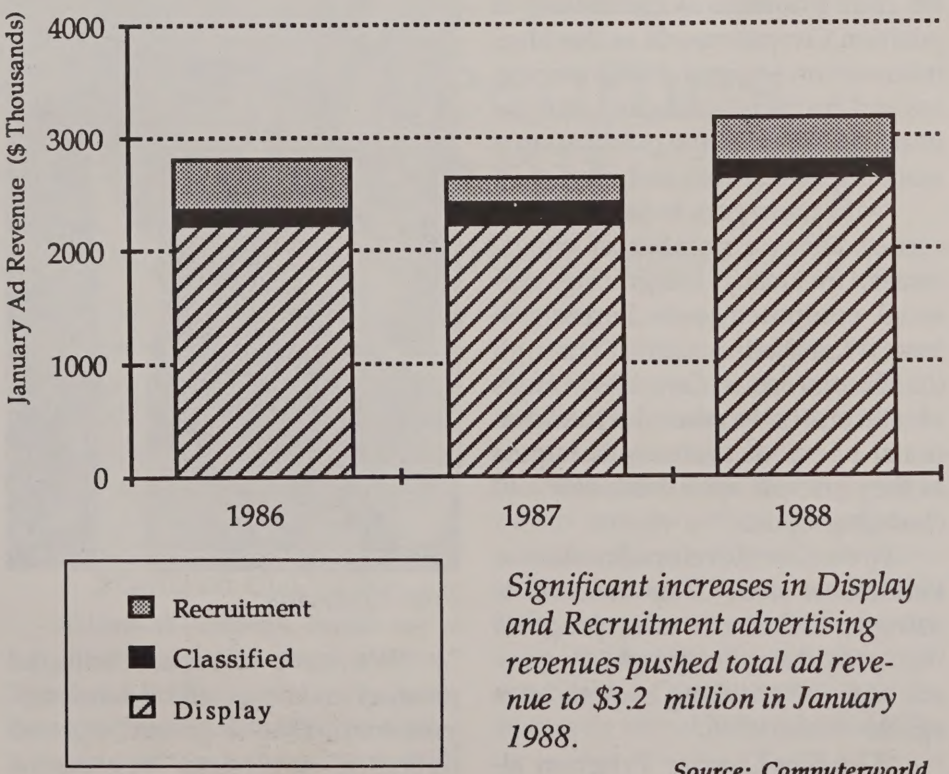
"Recruitment advertising was on a downward spiral in 1986," Corrigan explained. "In January 1987, when we came on board, our team worked hard to develop close relationships with clients, recruitment agencies and search firms. We created both new and revived interest in *Computerworld*. As a result, our business volume has increased sharply."

The trend nationwide, where recruitment advertising has risen about 10%, accounts for only a small portion of the increase. Corrigan's department has also attracted business that otherwise would have gone to newspapers.

"Our main competitors are not computer magazines, but daily newspapers," Corrigan pointed out. "The vast majority of recruitment advertising (95%) is placed in dailies. Of the remaining 5%, *Computerworld's* market share is about 3.5% nationwide, which represents $270 million."

The department now includes ten sales representatives in five geographic regions. Each region is represented by one regional manager in the territory and one telemarketer based in Natick. Regional teams use both face-to-face and telephone contacts to pitch clients, employment agencies and search firms. ❑

Computerworld Ad Revenue: January Comparison



Significant increases in Display and Recruitment advertising revenues pushed total ad revenue to $3.2 million in January 1988.

Source: Computerworld

Landmann named president/publisher

Fritz Landmann has been appointed president and publisher of *Computerworld*. In 1986, Landmann created IDG Communications' Washington, D.C., publishing division and, as publisher of *Federal Computer Week*, led that publication to a highly successful first year. He joins *Computerworld* as its ad revenues post record results in early 1988.

"It's thrilling to be at the helm of IDG Communications' flagship publication," Landmann said. "It's also an awesome responsibility and the ultimate challenge."

Top priorities

In his new job, Landmann sees his chief priorities as continuing to position *Computerworld* as the ideal information source for MIS managers and further developing circulation to ensure that the publication is reaching the correct audience.

"MIS managers today are concerned about a number of crucial issues, including integrating personal computers into larger systems," Landmann said. "Through its editorial focus, *Computerworld* is ideally suited to meet the informational needs of systems managers as they grapple with these new and changing issues."

To further develop circulation, Landmann said, *Computerworld* is using an IDC Site Overlay program that provides a thorough, systematic way of checking system sites against circulation.

"The Site Overlay Program allows us to see where the systems professionals are and will enable us to reach them more effectively," Landmann explained.

Ad revenues up

Landmann joins *Computerworld* as the publication gets off to a tremendous start in 1988. Early figures show ad revenues well ahead of the 1987 pace, and Landmann is confident about building on this success during the rest of the year.

Fritz Landmann

"We have a superb editorial product and an excellent sales support team that is geared up and operating under an aggressive, positive, well-conceived plan," he said. "We can look forward to an outstanding year."

Team leader

Landmann's 25 years of publishing experience have earned him a solid reputation as a successful, results-oriented team leader. As publisher of *Federal Computer Week*, he launched the new publication in the highly competitive Washington, D.C., market, where it quickly gained acceptance and became a market leader. Landmann was promoted to vice president/group publisher for IDG Communications in 1987.

Before joining IDG Communications, Landmann served as publisher of *Computer Design* (Pennwell Publishing's Advanced Technology group). From 1972 to 1975, he was president and CEO of ITT/TDI, then served as group executive at ITT Publishing until 1978. Previously, Landmann was publisher of *Media-Scope* magazine (Standard Rate and Data Service, Inc.) and spent eight years as associate publisher and national sales manager for *Food Engineering* magazine.

Landmann is eager to take on his new responsibilities. "I'm looking forward to working with the great team that's in place at *Computerworld*," he said. "In 1988, we can maintain and build a strong team-management approach so that we not only meet revenue and profit objectives, but have fun doing it, too." ❑

Povec is new VP

Will head publishing group and new subsidiary

Jim Povec has been named vice president for IDG Communications. In his new position, Povec will supervise and support four publishing business units: Digital News Publishing Company, Inc.; FCW Publishing Corp., which publishes *Federal Computer Week;* CIO Publishing Corp.; and a new, independent business unit, Network World Publishing Corp.

Povec has also been appointed president of IDG Publishing Ventures, a newly formed subsidiary of IDG Communications.

Most recently, Povec was president of CW Publishing, where he led *Computerworld* through a significant product and organizational transition period in 1987. Under Povec's lead, *Computerworld* ad revenues made major gains, and the publication's editorial focus was further positioned to meet the changing informational needs of MIS managers.

Jim Povec

Rapid-growth division

"I'm excited about my new responsibilities," Povec said. "*Digital News, Federal Computer Week, CIO* and *Network World* together represent the fastest-growing division in IDG Communications, and it's great to be a part of it."

Fritz Landmann, newly appointed president and publisher of *Computerworld*, previously led the division Povec will now head. "This division will flourish under Povec's lead," Landman said.

"I'll miss working with **Steve Woit**, publisher of *Federal Computer Week*, **Pat Kenealy** at *Digital News* and **Joe Levy** at *CIO*, but I'm fully at ease knowing Jim will be a terrific mentor."

"Fritz and I plan a smooth transition at this division and we antici-

Continued on p. 7

Network World becomes independent unit

Gary Beach appointed president/publisher of Network World Publishing Corp.

Two years after its debut and with high hopes for future growth, *Network World* is poised to go out on its own. IDG Communications has created a new publishing group, Network World Publishing Corp., solely responsible for *Network World.*

Formerly published as part of CW Publishing, *Computerworld's* parent company, *Network World* will now operate as an independent business unit.

As a result of this change, **Gary Beach**, publisher of *Network World*, has been promoted to president/publisher of Network World Publishing Corp. He will report to **Jim Povec**, who was recently appointed vice president, IDG Communications.

Positive outlook

"Here at *Network World* we're very excited to be on our own," Beach said. "It's enormously satisfying for my staff to receive such a big vote of confidence from IDG Communications."

According to Beach, *Network World* will be better able to serve the needs of its readers and advertisers as an independent unit.

"Now we'll be able to focus all of our energy on a single product, and this alone will make our publication better," Beach said. "CW Publishing was responsible for two very distinct products: the well-established *Computerworld* and the relatively recent *Network World*. The

Continued on p. 7

Computer Currents

Browning promoted to associate publisher

Meredith Browning has been promoted to associate publisher of *Computer Currents* magazine, headquartered in Emeryville, CA. Browning joined the publication in May 1987 as advertising director.

Meredith Browning

Computer Currents publishes regional editions in the San Francisco Bay area, southern California, Washington, D.C., and Boston. As associate publisher, Browning will be closely involved with *Computer Currents'* expansion into additional major metropolitan markets and will take a more active role in creating and managing new business projects.

"We see a strong, growing market for a regional publication such as *Computer Currents*," Browning said. "We're expanding very quickly and ad revenues are growing rapidly." Expansion plans call for editions in New York City, Chicago and Dallas.

Publisher **Stan Politi** said, "Meredith's innate business sense and contributions to *Computer Currents* have gone beyond the traditional role of advertising director. Her promotion reflects her increasing input into our national expansion plans."

> *"We see a strong, growing market for a regional publication..."*

Before joining *Computer Currents* in 1987, Browning operated her own publishers representative firm with clients such as *MacUser* and Consumer Publications, Inc. Previously, Browning launched advertising programs as director of sales for *PC World* when that publication was introduced in 1982. She also served as director of sales for *Macworld*.

In addition to her previous publishing experience, Browning was formerly manager of a local ComputerLand store, a member of the board of Nexus and a president of Women in Computing. ❑

Gifts brighten holidays for local children

The holidays were made a little brighter for needy children in Framingham because of Christmas gifts donated by IDG employees.

The Massachusetts Department of Social Services (DSS)/Framingham Area received more than 100 Christmas gifts from among the 500 donated to the Framingham police department by IDG. The gifts had been collected at IDG's Christmas party in Boston last December.

The Department of Social Services distributed the gifts to 86 local children, including foster-home children, needy adopted children and children whose families were short on cash during the holiday season. Each needy child received one or more gifts, depending on the family's situation.

"You should have seen the smiles on the faces of the children and their parents," said David Spencer of the Family Resources Unit of DSS/Framingham. "We owe thanks to IDG for making so many childrens' Christmas happier this year."

In a special commendation presented to **Pat McGovern** by the Framingham police department, Police Chief Brent Larrabee wrote, "You and your employees are to be praised for your generosity and good will toward the needy children of Framingham. Each and every donor should be commended." Pat, in turn, thanks all employees who participated! ❑

◆ ◆ ◆ ◆ ◆

IDG Employee Video/Audio Library

Employees interested in borrowing any of the following tapes from the IDG Video/Audio Library should contact Linda Bowes, Corporate Training Coordinator, at IDG Framingham, (617) 875-5000 x554. New tapes will be announced as they become available.

Time Management

John Lee speaks about the tools and techniques of our greatest resource: Time. He shows the necessity of a "master plan" designed to provide a sense of direction.

Achieving Personal Excellence

Learn seven important practical skills to help achieve excellence in all aspects of life.

How To Listen Effectively

This video is designed to help structure information in order to remember facts.

Stress, Success, and the Type A Report Card:

Learn the contributors of stress and how to control stressful factors. Also learn about Type A and Type B personalities.

How to Read People

Everyone has a pattern of behavior. Individuals can better position themselves to negotiate by adapting their behavior to fit circumstances in today's business world.

Leadership -- Maximizing People Potential

Build professionalism in your employees and learn how to handle change.

The Psychology of Self Management

This time management film teaches the importance of organization, including techniques to help organize goals and increase efficiency.

How to Develop Top Performers

Become the person you want to be. Develop techniques to improve work performance and job satisfaction.

- more -

Memory - What's In It For Me?

Master the skill of remembering names, lists, and facts to assist you in dealing with customers and with everyday situations.

How to Build a Success Attitude

Become more effective in negotiating with co-workers and clients by adopting a "Success Attitude" to help achieve goals. Learn the power of the subsconscious mind and how to make it work for you.

Powerful Business Writing Skills (Audio only)

Letters, memos, reports and proposals provide the documentation of your knowledge and promotability. This audio cassette album provides practical guidelines, tips, and techniques that can be applied immediately to improve writing skills.

Be Prepared To Speak (Video only)

This comprehensive course presented by Toastmasters' includes instruction on how to write a speech, what to practice, and how to mentally prepare for the speech.

Getting To Yes (Audio only)

Based on the best-selling book by Roger Fisher and William Ury, this program demonstrates proven strategies to negotiate on the merits without giving in, and without straining relationships.

AIDS In The Workplace (Video only)

This video provides educational information about AIDS in the workplace.

Povec in new post...

Continued from p. 5

pate a very successful 1988," Povec added.

New ventures

As president of IDG Publishing Ventures, the newly created subsidiary of IDG Communications, Povec will actively search out and cultivate small joint ventures and publication start-up efforts. IDG Publishing Ventures will provide financing and management support to entrepreneurial publishing ideas, focusing on vertical markets and partnerships with institutions or individuals.

"We'll be thinking in terms of publications that serve specific markets by providing information that will help accelerate the application of technology in a broad range of areas and sectors," Povec explained.

The idea of providing backing to entrepreneurs has great appeal for Povec.

> *"It's important to remember how valuable the entrepreneurial spirit is."*

"It's important to remember how valuable the entrepreneurial spirit is," he said. "Although the industry is large and growing all the time, we should keep in mind that what built this industry were individuals with innovative ideas. IDG Publishing Ventures will be an ideal vehicle through which we can continue to support this entrepreneurial spirit."

Looking ahead

Povec, who first joined IDG Communications in 1985 as president and CEO of CW/Peterborough, enjoyed his tenure at *Computerworld* and has high hopes for the publication's future.

"On the one hand, it's tough to leave *Computerworld* at a time when it's doing so well," he said. "On the other hand, it's impossible to resist the new opportunities that lie ahead." ☐

Network World Publishing...

Continued from p. 5

needs of a 20-year-old are vastly different from those of a two-year-old, and they have to be addressed in a different way. "

Readers and advertisers will not be the only ones to benefit from *Network World's* new independence, Beach said. Staff members at *Network World* see the move as a way to increase opportunities for personal and professional growth within the company.

Asked whether his promotion will make a difference in how he will do his job, Beach responded, "Having my own company has made me start thinking differently. I'm already looking at new ways to grow."

Beach added that he was very happy to continue reporting to Jim Povec. "It's a real pleasure to work with Jim. He's a true entrepreneur and encourages entrepreneurial spirit in others as well."

Network World debuted as a weekly tabloid in March 1986. Its target audience includes leading users of data, voice and video communications products and services.

Since its inception, *Network World* has enjoyed increasing ad revenue. Display advertising revenue for January 1988 will reach $481,000, up 50.2% from the same period last year. 1988 projections call for a 38.2% increase in display ad revenues. ☐

Continued from p. 2

how anyone could have written or taught successfully without such a resource. A leading political newsweekly added, " *The Book of Facts '88* proves that entrepreneurs can create wonders even under the most difficult circumstances."

Next year

According to Futasz, an additional reason for creating *The Book of Facts* was to develop a specific project suited to new publishing technology: He hopes future editions of the almanac can be published on optical disc.

"Since our publications advocate the use of information technology, I believe we have an obligation to publish using the emerging media of our time. The almanac gives us an excellent opportunity to do that," he observed. "In the future, it won't be enough to publish by traditional means."

A tentative publishing agreement has already been signed for the 1989 edition. ❑

IDG WORLD UPDATE

Editor
Peter Moore

Contributing Editors
Larry Bishop
Mary Dolaher
Susan Perry
Melissa Strayton
Véronique Sulliger
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.P/MOORE.

Next issue: Happy 5th birthday to *PC World;* Macworld Expo a smash in San Francisco; International telecommunications conference set for February.

Happy Anniversary

THIRTEEN YEARS
Dieter Eckbauer - CW/Germany

ELEVEN YEARS
Maureen Burke - CW

TEN YEARS
Jeff DeTray - CW/P

NINE YEARS
Ken McPherson - IDC

SEVEN YEARS
Joachim Fluegel - CW/Germany
Jenny de Moutaigne - CW/France
Noel Bennett - CW/Australia

SIX YEARS
Gary Ciocci - CW/P
Mary Jo McSorley - IDC

FIVE YEARS
Cecile Giguere - CW/P
Jay Novack - CW
Juanita Clark - IDC
Philip de Marcillac - IDC Europa
Peter Jansen - IDC Benelux

FOUR YEARS
Kenneth Blakeman - CW/P
Lee Doyle - IDC
Barbara Sands - IDC
Lila Villarreal - PCWCI
Iris Mueller - CW/Germany
Jeannine Allaria - CW/France
Michaki Kinoshita - IDC Japan
Dawn Kleinman - CW/Asia

THREE YEARS
Donald Young - IDG
Kelly Simakauskas - IDG
John Schilin - CW/P
Audrey Shohan - CW
Christine Boyle - IDC
Janet Morita - IDC
Rebecca Segal - IDC
Claude Deleval - CW/France
Francois Videlaine - CW/France

TWO YEARS
David Essex - CW/P
Roger Goode - CW/P
Sally Cusack - CW
Theodore Jastrzembski - IDC
Rochelle Ginenthal - PCWCI
Elsebeth Frank - IDC Scandinavia
Eric Dufour - CW/France
Elisabeth Deroff - CW/France
David Wong - CW/Asia
Magot Donauer - CW/Switzerland

ONE YEAR
Mark Brownstein - IFW
Cynthia Guerra - IFW
Lynn Fujikawa - IFW
Mike Perlis - CW/P
Mark Reynolds - CW/P
Peter Slingluff - CW/P
James McBrian - CW/P
Carol May - FCW
Timothy Karney - FCW
Thomas Hanley - FCW
Kathryn Mazzie - CW
Paula Smith - CW
Christine Hudema - CW/Germany
John Johns - IDC Australia
Pierre Iticsohn - CW/France
Daniele Ringuenoire - CW/France
Christian Le Gall - CW/France
Eric Izabelle - IDC France
Charlotta Norling - CW/Sweden
Young Sun Kim - IDC/Asia
Philip Lee - CW/Australia
Tim Irving - CW/Australia
Tiina Karhu - IDC Finland
Macarena Soto - IDC Spain
Ian Friend - CW/London
Chris Joel - CW/London
Islwyn Davies - CW/London
Simona Antonietti - IDC Italy
Murilo Martino CW/Brazil
Joao Kiss - CW/Brazil
Alda Campos - CW/Brazil
Paulo Cardoso - CW/Brazil
Joao Rocha - CW/Brazil

IDG WORLD UPDATE

VOLUME 18, NUMBER 3 JANUARY 27, 1988

Highlights

☐ *PC World*
Anniversary issue thanks readers
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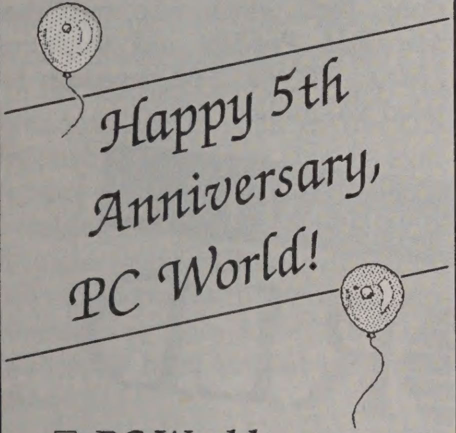

☐ *PC World*
Celebrating five years
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Inside

☐ *Preview: Resocom '88*

Macworld Expo

Standing room only

San Francisco show breaks all records

Even the coordinators of Macworld Expo/San Francisco were amazed by the crowds and level of enthusiasm that swept through the city's Moscone Center on January 15-17.

The sold-out Expo, sponsored by *Macworld* magazine and managed by Mitch Hall Associates of Westwood, Massachusetts, attracted nearly 45,000 attendees in search of the latest news on products and services for the Macintosh. Among the new product announcements were some made by Apple Computer, Inc., which introduced a line of lower-priced laser printers and an electronic music maker for the Mac.

"With 400 exhibitors, 1,000 booths and the record turnout, it was definitely the biggest Expo ever," said **Mitch Hall** of Mitch Hall Associates. "It was also the single biggest event ever held at the Moscone Center."

For the first time at Macworld Expo, a "closed" industry day was held on January 14, the day before the Expo opened to the public. The day was structured as an opportunity for all exhibitors, Apple Computer and *Macworld* magazine to exchange information and conduct business without being distracted by thousands of atten-

Continued on p. 4

PC WORLD

Anniversary issue

Special edition thanks readers

In its January 1988 issue, *PC World* celebrated five years of publishing with a special anniversary edition paying tribute to its readers. The January cover featured photographs of 126 *PC World* readers from around the world. A special section titled “A Day in the Life” profiled everyday users of personal computers, unsung PC heroes and PC pioneers.

“We wanted to produce an issue that would both thank our readers for their support over the years and examine some of the key developments in the PC’s past, present and future,” said Editor **Rich Landry**. “We also wanted to go back to our roots as the premier ‘how-to’ magazine for the PC user.”

> *“...the anniversary issue reflects our dedication to the user as consumer...”*

A special section called “The Fully Powered PC” is a comprehensive collection of solutions to common PC problems, and “The Ultimate Buyer’s Guide” advises readers on how to make the best purchasing decisions for their PC systems.

“In many ways, the focus of the anniversary issue reflects *PC World’s* dedication to the user as consumer,” Landry explained.

As an additional way to thank readers, the issue contained eight bonus pages of coupons and rebates for hardware, software and other PC products sold by the magazine’s advertisers.

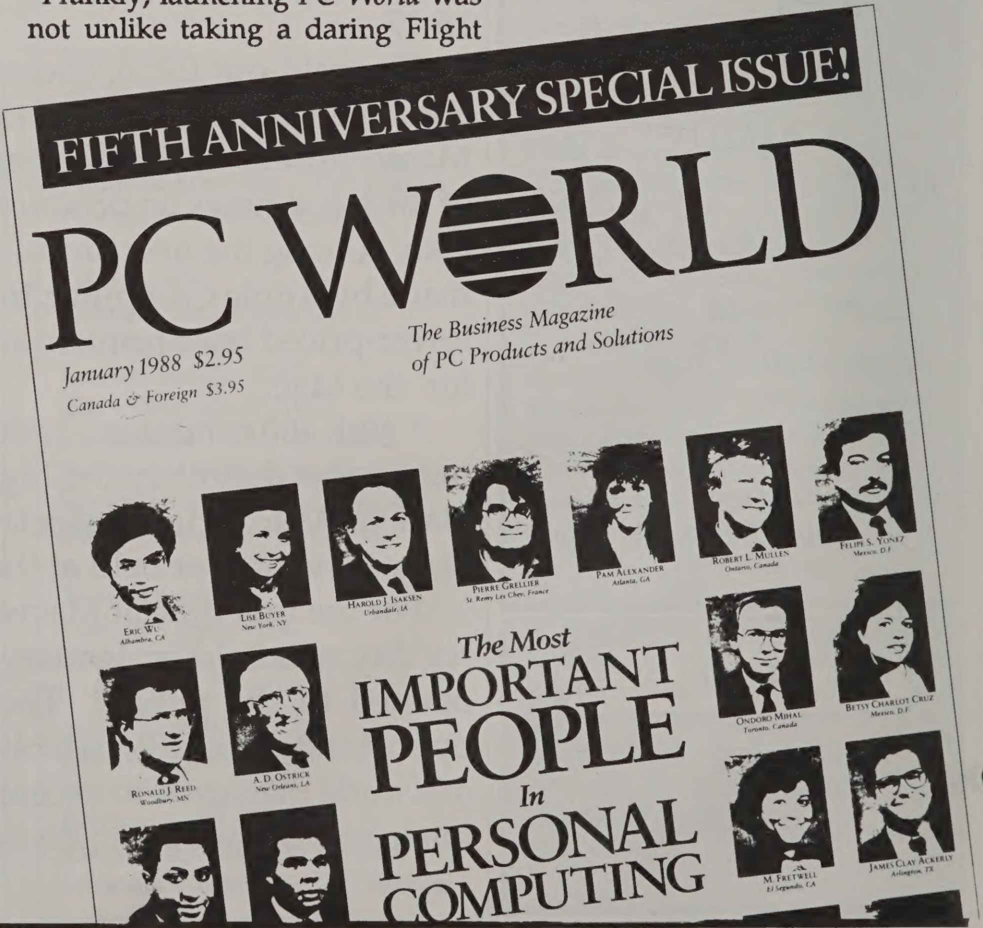
The issue also included a piece titled “How the PC Changed My Life,” a collection of anecdotes from assorted luminaries, including authors Ray Bradbury and Andrew Tobias, columnists Andy Rooney and Mike Royko, Kaypro Computers president David Kay and *Release 1.0* publisher Esther Dyson.

Five years of success

In his letter to the readers, founder and Editor-in-Chief **David Bunnell** recounted the story of how *PC World* was born as a start-up venture in 1982 and observed, “Frankly, launching *PC World* was not unlike taking a daring Flight Simulator spin into the wild blue yonder.”

Despite the uncertainty of the magazine’s launch, *PC World* enjoyed great success from the beginning. At 324 pages, the premier issue was the largest in U.S. magazine history. Within six issues, the publication had established itself as the most widely read personal computer-specific magazine. Its readers now number 1.4 million worldwide.

The success of *PC World* led to the formation of PCW Communications, Inc., which also publishes *Macworld, Publish!* and *Macintosh Today*. PCW’s 1987 revenues totaled $70 million. ❑



FIFTH ANNIVERSARY SPECIAL ISSUE!

PC WORLD

The Business Magazine
of PC Products and Solutions

January 1988 $2.95
Canada & Foreign $3.95

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Preview: RESOCOM '88

French Prime Minister to open teleconference

As France's first major exhibition devoted entirely to communication networks, RESOCOM '88 is likely to become a benchmark for the French and international telecommunications industry. The exhibition will take place in the Palais des Congrès, Paris, February 16-19.

The event could not be more timely, with the privatization of France's telecommunications industry taking effect later this year.

To mark the opening of the exhibition, an hour-long teleconference will take place on February 16. To be carried by Worldnet, the broadcasting division of the U.S. Information Agency, the teleconference will link panels in Paris and Washington, D.C. French Prime Minister Jacques Chirac will deliver opening remarks in Paris, and representatives from AT&T, IBM and MCI have been invited to participate.

Organized by Capric International, a joint venture with IDG Communications/France, RESOCOM will provide an exchange and meeting place for users, vendors and others in the telecommunications industry.

Joint expo

RESOCOM will be held concurrently with PC Forum, a data processing exhibition for microcomputer professionals.

According to Capric President **Bruno Berthet**, "In the 1987 edition of PC Forum, most of our 400 exhibitors were involved in telecommunications, and attendees expressed a strong interest in this area. We realized that there was definitely a need for an exhibition devoted exclusively to the issues of communication networks, and we decided to create RESOCOM."

50,000 expected

Together, PC Forum and RESOCOM will feature more than 600 exhibitors, with attendance expected to exceed 50,000.

RESOCOM will provide potential and existing users with a complete picture of new technologies and their applications. Visitors will get an overview of the latest developments in the rapidly changing telecommunications industry, while exhibitors will have an opportunity to demonstrate their products and services to an interested buying audience.

"The market in local-area networks is growing at a rate of 40% per year and the multiplexor market by 25%," Berthet explained. "All telecommunications sectors will be experiencing an explosion similar to, and perhaps even bigger than, that of the microcomputer market."

Exhibitors include Anderson Jacobson, CCMI/McGraw-Hill, Connect Data, Digitelec, DGT, Elexo, Fibronique, Groupe Tests, Infortec, Logitek, Matra Communication, Megacom, RCE, Réseaumatique, Sagem, Satelcom, Syseca, Telecom International and Waltow.

U.S./France link

In Paris, the joint U.S.-French teleconference on February 16 will be set up on the RESOCOM premises. The program will be broadcast live on a large screen for the RESOCOM audience and transmitted to more than 100 U.S. embassies in 14 Western European countries.

The U.S. end of the conference will take place in Worldnet's Washington studio before a small studio audience.

Plans for the teleconference call for the main topic of discussion to focus on the imminent deregulation of the French telecommunications industry. New products and services, market opportunities and standards and connectivity are also on the agenda.

In addition to French Prime Minister Jacques Chirac, French Telecommunications Minister Gérard Longuet will join the panel discussion in Paris. In the U.S., Richard E. Wiley, general chairman of Communication Networks, will chair the Washington panel. ❑

TELECOMMUNICATIONS, RESEAUX & INFORMATIQUE
RESOCOM
COMMUNICATION NETWORK & COMPUTER

Record crowds, sold out show...

Continued from p. 1

dees on the floor. According to Hall, the day was a great success and will be part of future Macworld Expos. Including industry day, total attendance for the show was estimated at 55,000.

Fever pitch

John Sculley, chairman and CEO of Apple Computer, opened the January 15th session with a keynote address to a standing-room-only audience of 3,600.

Anticipation about his remarks was running at such a fever pitch that only about half of the crowd that showed up for the address was able to squeeze into the room to hear it. The rest were turned away and settled for watching a videotape of Sculley's remarks that was shown twice a day for the remainder of the Expo. Many had brought along copies of *Odyssey*, Sculley's recently published book, hoping for autographs.

"I've never seen such a huge, eager crowd before," said **Sheila Milligan**, trade show coordinator for PCW Communications, publisher of *Macworld*. "It was beyond belief."

The highlight of Sculley's remarks was the unveiling of a joint effort between Apple and Digital Equipment Corp. to integrate the Macintosh with Digital networks. Sculley was joined at the podium by Digital President Kenneth Olsen.

PCWC's booth

Macworld, Publish! and *Macintosh Today* were all represented at the PCW Communications exhibition booth. Milligan and others who worked the booth found themselves besieged by enthusiastic visitors on the first morning of the Expo.

"It was all we could do to keep our supply of publications in stock," Milligan said. "We gave away 10,000 copies of each magazine in the first few hours." Some 15,000 trade-show tote bags were also distributed to those who visited the booth.

InfoWorld and *Computer Currents* also had exhibition booths.

> *Including industry day, total attendance for the show was estimated at 55,000.*

"Wizard of '88"

One of the highlights of the second day was a keynote panel discussion titled "Macintosh: The Wizard of '88." Moderated by *Macworld* Editor-in-Chief **David Bunnell**, the panel represented a gathering of some of the world's foremost Macintosh experts.

Among the topics discussed were the outlook for HyperCard and the ability of Apple Computer to crack the workstation market.

The panel consisted of Paul Brainerd, president, Aldus Corporation; Gordon Eubanks, president, Symantec Corporation; Jean-Louis Gassee, senior vice president/ R&D, Apple Computer, Inc.; Philippe Kahn, president, Borland International; Cary Lu, technology editor, Inc. magazine; and Gary Tooker, chief operating officer, Motorola, Inc.

In addition to the exhibitors on the show floor, some 60 individual conference programs, user seminars, demonstrations and workshops were held over the three-day period. Topics included desktop publishing, the Mac and the mainframe, artificial intelligence, networking, music on the Mac, and medical, legal, educational and engineering applications of the Macintosh.

Among the many featured speakers were **Stewart Alsop II**, publisher of *P.C. Letter*; **Susan Gubernat**, editor of *Publish!*; Apple Fellows Alan Kay and Bill Atkinson; Marney Morris, president, Animatrix, Inc.; **Maggie Canon**, editor, *Macintosh Today*; and Ted Leonsis, president, Redgate Communications Corporation.

Macworld bash

Macworld magazine hosted a lively party for 1,400 guests at San Francisco's Club DV8 on the evening of the 14th. The band Pride and Joy provided live entertainment. Every exhibitor was represented on the guest list, and the response was tremendous. "People kept asking if we'd be hosting another party soon!" Milligan said.

Next Expo

Macworld Expo, which is owned by IDG's World Expo division, is held twice a year, once in San Francisco and once in Boston. The January Expo marked the San Francisco show's fourth year. The 1988 Boston show is scheduled to take place August 11-13 and will require two sites to accommodate the show's growing size. ❑

IDG HUMAN RESOURCES NEWS

January 27, 1988

New Job Posting System

IDG supports the career-development efforts of employees according to their qualifications and career goals. IDG also gives managers the opportunity to select from internal candidates with a proven track record and knowledge of the company. The human resources managers of the various IDG companies, together with Debbie Thistle, employment coordinator for IDG, have developed a new job posting system that offers employees easier, more timely access to in-house job opportunities.

Effective January 1988, all U.S. job postings will be listed in *IDG World Update.* This listing, which replaces the former "Local Loop" insert, will appear in *Update* every other week and will include the division, job title, publication/location and contact manager for each opening. The first listing appears on the reverse side of this page.

In order to place a job opening in the *Update* listing, the hiring manager must take the following steps:

- complete a job requisition form;
- attach a job description or indicate job responsibilities on the job requisition form;
- obtain approval and signatures from both the department manager and the operating unit's president;
- forward the job requisition form and description to the division's human resources manager.

All human resources managers should then forward their listing of available jobs to Debbie Thistle at IDG for the next job posting in *Update.* The positions will be advertised until filled.

Once a position is filled, the hiring manager must contact the human resources manager in his or her division with the appropriate new-hire information. The human resources manager then notifies Debbie Thistle so the job listing can be deleted. This concludes the job posting process.

Note: Internal postings and external searches may occur simultaneously, with preference generally given to internal candidates when both are equally qualified. Employees are eligible to apply for a new job if they have been in their current position for at least six months.

In addition, although all positions throughout the U.S. will be posted, relocation decisions are made only when it makes good business sense to move an employee. These decisions are made by the division head and human resources manager, with corporate approval. Relocations are generally reserved for senior-level positions or for openings that are extremely difficult to fill.

For additional information, please contact the human resources manager* for your division:

- Marcia Mason - InfoWorld
- Janet McGinnis - PCW
- Shelly Ginenthal - PCW
- Chris Syrene - CW/Peterborough
- Carolyn Favilla - CW Publishing/NWW
- Debbie Thistle - IDG, IDG Comm., IDC
- Susan Perry - IDG, IDG Comm., IDC

The corporate human resources department at IDG will support divisions that do not have a human resources manager on staff.

"Human resources manager" is a generic term for the individual responsible for human resources within a division. Actual titles may vary.

Job Opportunities

Revised: January 18, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Computer System Operator	Framingham, MA	B. Berghauer	(617) 875-5000
IDG Comm.	Market Research Analyst	Framingham, MA	J. Aschenbrand	(617) 879-0700
IDC	QuikSurv Telephone Interviewers	Framingham, MA	D. Kennedy	(617) 872-8200
IDC	Newsletter Editor	Framingham, MA	K. Myhre	(617) 872-8200
IDC	Senior Research Analyst	Framingham, MA	J. Kaplan	(617) 872-8200
IDC	Research Analyst	Framingham, MA	R. Mikita	(617) 872-8200
IDC	Senior Analyst	Framingham, MA	M. Upton	(617) 872-8200
IDC	Programmer Analyst	Framingham, MA	M. Raimondi	(617) 872-8200
IDC	Database Administrator	Framingham, MA	M. Raimondi	(617) 872-8200
IDC	Market Research Assistant (2)	Framingham, MA	J. Capolino	(617) 872-8200
IDC	Human Resource Manager	Framingham, MA	T. Swithenbank	(617) 872-8200
IDC	Client Service Manager	Framingham, MA	J. Kaplan	(617) 872-8200
IDC	Assistant Data Collection Supervisor	Framingham, MA	E. Kennedy	(617) 872-8200
IDC	Quiksurv Market Research Assoc.	Framingham, MA	E. Kennedy	(617) 872-8200
IDC	Senior Analyst	Framingham, MA	R. Segal	(617) 872-8200
CWPI	West Coast Correspondent	*Computerworld*, Burlingame, CA	K. Chin	(415) 347-055
CWPI	Copy Editor	*Computerworld*, Framingham, MA	P. Erickson	(617) 879-0700
CWPI	Telemarketer	*Computerworld*, Framingham, MA	A. Hadley	(617) 879-0700
CWPI	Customer Service Representative	*Computerworld*, Framingham, MA	C. Delany	(617) 879-0700
CWPI	Facilities Coordinator	*Computerworld*, Framingham, MA	R. Ciliberto	(617) 879-0700
CWPI	Mailcenter Clerk	*Computerworld*, Framingham, MA	R. Ciliberto	(617) 879-0700
CWPI	Human Resource Representative	*Computerworld*, Framingham, MA	C. Favilla	(617) 879-0700
CWPI	Senior Editor - Microcomputing	*Computerworld*, Framingham, MA	P. Gillin	(617) 879-0700
CWPI	Copy Editor	*Computerworld*, Framingham, MA	P. Erickson	(617) 879-0700
NWW	Staff Writer	*Network World*, Framingham, MA	B. Hoard	(617) 879-0700
NWW	Copy Editor	*Network World*, Framingham, MA	L. Guisbond	(617) 879-0700
NWW	Senior Editor	*Network World*, Framingham, MA	B. Hoard	(617) 879-0700
NWW	Senior Writer	*Network World*, Framingham, MA	B. Hoard	(617) 879-0700
CW/P	National Sales Manager	*PC Resource*, Peterborough, NH	S. Vito	(603) 924-9471
CW/P	Advertising Account Executive	*PC Resource*, Peterborough, NH	S. Vito	(603) 924-9471
CW/P	Ad Coordinator	*Computerworld*, Peterborough, NH	K. Blakeman	(603) 924-9471
CW/P	Assistant Single Copy Manager	*Computerworld*, Peterborough, NH	L. Ruth	(603) 924-9471
DNP	Sales Assistant	*Digital News*, Boston, MA	R. Fischoff	(617) 482-8470
PCW	Account Manager	Paramus, NJ	L. Hilderbrand	(617) 879-0700
PCW	Publisher	*Macworld*, San Francisco, CA	J. Martin	(415) 546-7722
PCW	Telemarketing Sales Representative	*Macworld*, San Francisco, CA	P. Navone	(415) 546-7722
PCW	Account Manager	*Macintosh Today*, San Francisco, CA	C. Ramsey	(415) 546-7722
PCW	Administrative Assistant	*Macworld*, Paramus, NJ	K. Krochta	(201) 967-1350
PCW	Administrative Assistant	*Macworld*, San Francisco, CA	E. Rucker	(415) 546-7722
PCW	Reporter (2)	*Macintosh Today*, San Francisco, CA	M. Canon	(415) 546-7722
PCW	Design Associate	*Macworld*, San Francisco, CA	C. Burg	(415) 546-7722
PCW	Account Manager	*PC World*, Rosemont, IL	J. Edman	(312) 827-4433
PCW	Regional Advertising Manager	*PC World*, San Francisco, CA	M. O'Reilly	(415) 546-7722
PCW	Associate Art Director	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Design Associate	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Designer	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Associate Art Director	*Publish!*, San Francisco, CA	L. Barra	(415) 546-7722

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG / IDG Comm. / IDC	Susan Perry / Debbie Thistle	(617) 875-5000
CW Publishing / NWW	Carolyn Favilla	(617) 879-0700
CW/Peterborough	Chris Syrene	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

Celebrating in style

Anniversary party marks five years

More than 600 guests joined PCW Communications Chairman **David Bunnell** at *PC World's* fifth anniversary celebration in San Francisco on January 9. The gala event, featuring a performance by the soul band The Stylistics, was held at the Flood Mansion overlooking the Golden Gate Bridge.

Several industry leaders were on hand to participate in the festivities and toast Bunnell, who created and launched *PC World* from his own home in 1982. Industry guests included Software Publishing President Fred Gibbons, *Release 1.0* Publisher Esther Dyson, LifeBoat Associates Chairman Eddie Currie and 3Com Chief Executive Bill Krause. Editors from the *San Francisco Chronicle* and *San Jose Mercury News* also attended.

"This event not only celebrated *PC World's* anniversary, but also clearly demonstrated that *PC World* is seen as a PC industry leader," said Publisher **Margaret O'Reilly**.

Bunnell's story

One of the evening's highlights was a personal account of *PC World's* history, delivered by Bunnell, who spoke about the early days when the publication was just getting started. He lauded other entrepreneurs who have launched their own ventures, saying, "After all, this is what the industry is all about." PCW Communications President **Bart Rhoades** followed with a toast to Bunnell.

A slide show, "Kitchen Tables & Corporate Fables: The *PC World* Story," presented a pictorial history of the magazine.

PC World Editor-in-Chief David Bunnell, Publisher Margaret O'Reilly and PCW President Bart Rhoades greet guests at PC World's 5th Anniversary party.

Something for everyone

In addition to the music of The Stylistics, entertainment was provided by computer musician Michael McNabb, who performed compositions from his latest compact disc. The Lin Sisters offered a repertoire of classical music.

"It was a great celebration all around," said PCW Communications Publicist **Shirley Gines**, who planned the event, "and a fitting tribute to *PC World's* five years of publishing excellence." ❑

The Stylistics perform their hits at the PC World party.

People

Brown is staff writer

Bob Brown has been named staff writer for *Network World*. Previously, Brown worked as an editorial assistant in the financial section of the *Boston Herald* and was chief staff writer for *Boston University Today*, a weekly newspaper reporting on campus events. A 1985 graduate of Boston University with a B.S. in journalism, he also spent four years as a staff writer for the University's *Daily Free Press*.

Burrow joins sales team

Jill Burrow has joined *PC World's* advertising sales team as a sales representative. She will be selling in a newly designated market area, the "Eastern Midwest." Burrow has over two years of ad sales experience, having worked formerly with the Pattis Group in Chicago and Gordon Publishing.

IDG WORLD UPDATE

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Peter Moore

Contributing Editors
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Mary Dolaher
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New secretary for Southern Europe

IDG Communications' Southern European operation has hired **Yasmina Houdrouge** as its new secretary. Houdrouge will be based in Paris, France. She will report to **Jean Louis Redon,** regional manager for Southern Europe, and **Stephane Lacroix,** regional controller. The region includes France, Spain and Italy. ❑

Happy Anniversary

Nineteen Years
Mary Trayte - IDC

Nine Years
Josef Lohner - CW/Germany
Vincente de Tardin - CW/Brazil

Eight Years
Jonna Yager - WEC
Donna Pomponi - NWW

Seven Years
Bonnie Welsh - CW/P
Nicole Adda - CW/France
Jacques Tillier - CW/France

Six Years
Renee Dynan - CW/P
Thomas Koether - CW/Germany
Michael Harrison - CW/Australia

Five Years
Laura Smith - IFW
Beverly Woodbury - CW/P
Linda Canale - CW/P
Luis de Oliveira - CW/Brazil

Four Years
Marguerite Watt - IFW
Mark Winther - LINK
Marcia Farrington - IDC
Herman Weisbrod - CW/Germany
Maristela de Oliveira - CW/Brazil

Three Years
Linda Bowes - IDG
Susan Mansur - CW
Maureen Rondeau - IDG/C
Christopher Burg - PCWCI
Bo Norlin - CW/Sweden
Anne Marechal - CW/France
Sandra Sitbon - CW/France
Gerard Adamis - CW/France
Winifred Chan - CW/Asia

Two Years
Elizabeth Horwitt - CW
Dorothy Rosenthal - IDC
Heidi Gabrielson - IDC
Claude Giffard - CW/France
Mohamed Mosbah - CW/France
S. W. Chan - CW/Asia
Naelson CW/Brazil
Jose Ferreira - CW/Brazil

One Year
Bruce Hedin - CW/P
Katherine Dimtroff-Phil - FCW
Jonathan Kushinsky - CW
Claudette Sears - IDG/C
Ann Mackay - IDG/C
Steven Cox - PCWCI
Mark Hurlow - PCWCI
Lynn Ingham - PCWCI
Jennifer Walker - PCWCI
Anne-Lise Wang - IDC Scandinavia
Vincent Half - CW/Germany
Francoise Perchenet - CW/France
Cheikh Dieye - CW/France
Oliver Magnan - CW/France
Stefan Wictorin - CW/Sweden
Sandy Jennings - CW/Asia
Bobbi Holzel - IDC Europa
Susan Dobbie - CW/Australia
Maxwell Fuller - CW/Australia
Tonia Jongsma - IDC Benelux
Michiko Fujiwara - IDC Japan
Mette Salomonsen - CW/Denmark
Rachel Keene - CW/London
Anthea Barter - CW/London
Jane Haworth - CW/London
Simon Stansfield - CW/London
Morella Moglia - IDC Italy

February

IDG WORLD UPDATE

VOLUME 18, NUMBER 4 FEBRUARY 3, 1988

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Newsletter on foreign markets debuts
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"Excellence in Print" award-winning issue
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First BPA audit shows market strength
Page 4

Inside

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IDC

New country managers

Appointments for Germany, Korea announced

IDC recently announced the appointment of **Manfred Frey** as country manager for IDC Germany and **Yong Sun Kim** as country manager for IDC Korea. The appointments became effective January 1, 1988.

"We welcome Manfred and Yong Sun to their new positions and look forward to their leadership and many contributions," said IDC Chairman **Carl Masi.**

Frey joins IDC Germany after spending 14 years with the Battelle Institute. Most recently, he served as general manager of Information Dimension GmbH, a subsidiary of Battelle responsible for developing and marketing Battelle's software products. Frey has extensive experience in software, market research, economic development and management. He holds a master's degree from the University of Karlsruhe.

Kim joined IDC Asia in January 1987 as director of research for Korean markets. Before joining IDC, he spent a year as a distributor for Storage Technology Corp. He has a strong background in both marketing and operations, having worked for Korea Computer Technology, Inc., Kukje Engineering and Technology, Inc., Sperry Ko-

Continued on p. 3

IDG News Service

Newsletter debut

Weekly update covers foreign markets

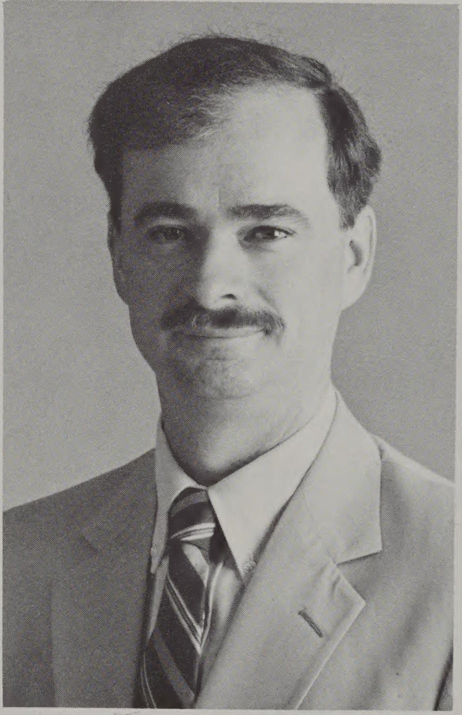
In an effort to provide a U.S. audience with timely information on foreign computer markets, the IDG News Service has launched *International Computer Update,* a weekly newsletter summarizing key events in overseas markets. The newsletter debuted in January, and the News Service believes it can be profitable in its first year.

"We wanted to find ways to help make the News Service a profit center in the long run," explained Director **David Hill.** "The News Service alone, although extremely valuable to our own publications, has been costly. By creating this newsletter, we're taking a valuable proprietary service and turning it into a marketable product."

International Computer Update features concise summaries of major developments pulled from the IDG News Service, with credit given to contributing IDG Communications publications. Because the *Update* is not designed to compete internationally with IDG Communications' overseas publications, it is being marketed only in the U.S. The newsletter's target audience includes U.S. firms that have established a presence in foreign information-technology markets, are interested in doing so, or are competing in the U.S. against foreign companies.

"We've identified a small, highly specialized market that needs this kind of information on a timely basis," Hill said. "It's the kind of market that can support a newsletter but not necessarily a full-fledged magazine."

The premier issue of the newsletter was distributed internally to various IDG divisions. Since then, the News Service has launched a direct-mail and telemarketing campaign to attract subscribers. *International Computer Update* is also being "test-mailed" to certain small external mailing lists.


David Hill

Shoestring budget

With Hill as editor and publisher, *International Computer Update* is being produced by the existing IDG News Service staff on what Hill describes as a "shoestring budget." Created on a desktop publishing system, it is a straightforward, black-and-white, stapled newsletter averaging eight pages per issue, with one to three news items per page.

The back page of each issue features a chart or graph pulled from an IDG Communications publication or provided by IDC. In the first issue, the graphic was an IDC chart comparing 1987 per capita computer purchases of the U.S., Japan, Australia, Canada and Western Europe.

"By keeping the production budget low and the editorial content relevant and timely, we hope to turn a profit in 1988," Hill said.

Craig Pierce, circulation/operations manager, developed a computer model to help make projections about *International Computer Update's* first year of operation. The model's conservative estimates predict a total of 213 subscriptions in 1988, which, based on test subscription fees, would yield a profit.

Joint effort

Subscriptions are likely to get a boost from a cooperative effort with IDG Communications' International Marketing Services. IMS is including sample copies of *International Computer Update* in its new media kits for 1988. According to IMS Director **Frank Cutitta,** the newsletter will be an effective sales tool for IMS, because it alerts clients to opportunities in many international markets.

"The newsletter's readership base is similar to our advertising base," Cutitta explained. "*International Computer Update* enhances the credibility and attractiveness of international markets by informing clients of the latest developments and opportunities there."

Cutitta plans to give the newsletter strong initial exposure, then

Continued on p. 6

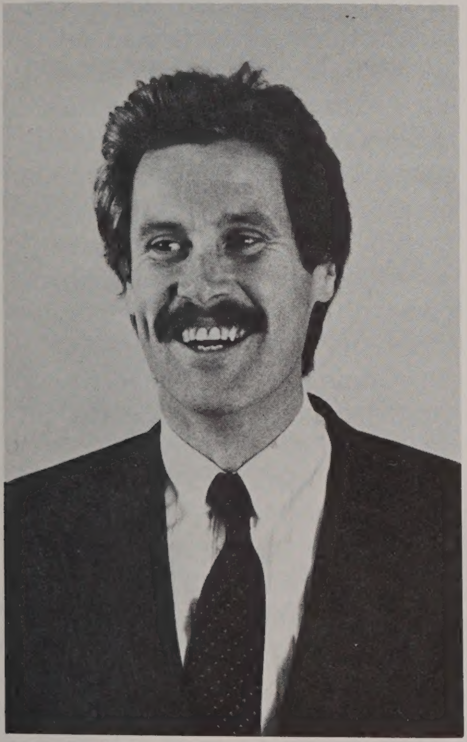
Country managers...

Continued from p. 1

rea Ltd. (Unisys), IBM Korea and Western Electric. He holds a bachelor's degree in engineering from the Republic of Korea Naval Academy and received a year of additional training at the U.S. Marine Corps School in Virginia.

IDC Germany

Frey replaces **Erik Hargesheimer,** who has left IDC after six years to form his own consulting group while agreeing to remain as an IDC partner supporting IDC Germany's consulting business.



Manfred Frey

"Erik built IDC Germany into a remarkable research and consulting firm in the German and Swiss markets," Masi said. "We thank Erik for his outstanding performance during the past six years at the same time we welcome Manfred to IDC."

In a recent visit to IDC headquarters in Framingham, Massachusetts, Frey described 1988 as the beginning of the "second phase" of IDC Germany's development. He will build on Hargesheimer's accomplishments by expanding the company's full-time staff to eight and organizing the company into three basic divisions: research products and services, sales/marketing and administration.

"Our emphasis will be on providing high-quality market data and analysis," Frey said. "A strong database is the core to our operations, but qualitative analysis is vital as well."

> *1988 is the beginning of the "second phase" of IDC Germany's development.*

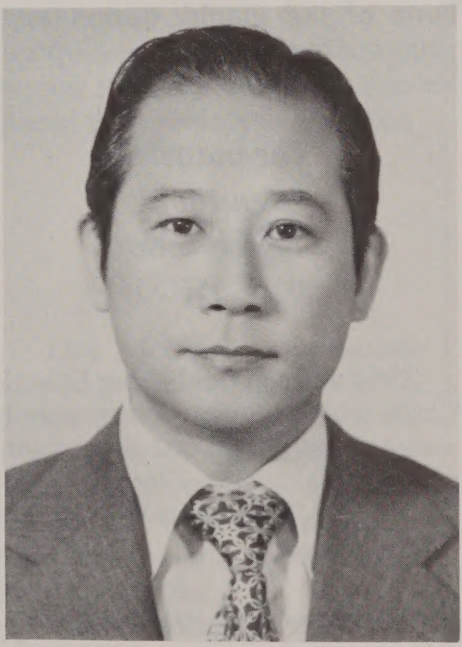
IDC Germany will devote increased attention to such hot topics as office-automation systems and communication networks. Frey also said a key future project for IDC Germany will be to develop a strong financial-services program to meet the needs of the sophisticated German, Swiss and Austrian financial markets.

IDC Korea

Kim takes over country manager responsibilities from **Young Joon Park,** who retired from full-time work because of health reasons. Park will continue to work as a research consultant for IDC Korea.

"Young Joon is working closely with Yong Sun to effect a smooth transition, and we welcome his decision to continue with IDC as a research consultant," Masi said.

While serving as a senior consultant to IDC Asia in 1987, Kim monitored developments in the Korean market for clients of IDC's Asian Computer Market Continuous Information Services.



Yong Sun Kim

IDC Korea began operations in March 1987. Its services include local-market data, custom consulting and data on the burgeoning Korean computer and electronics industry for a worldwide client base. ❑

Federal Computer Week

Wins design award

In-house production yields results

Just five months after implementing a new, fully integrated electronic production system, *Federal Computer Week* received a best of category prize in the 1987 "Excellence in Print" awards competition sponsored by the Printing Industry of Metropolitan Washington (PIMW).

The September 28, 1987, issue of *Federal Computer Week* took top honors in the category for web-press, three-color or more newsletters. Although *FCW* is a weekly tabloid, the issue was entered as a newsletter because the competition did not offer a tabloid category. The winning entry was evaluated on the basis of the graphic-design and print quality of the entire 72-page issue.

> *"The industry recognition is icing on the cake."*

"We've been publishing *Federal Computer Week* for barely a year and we've already won our first major award," said Art Director **Patt Chisholm.** "We hope this is just the first of many."

New system saves money

With the August 24, 1987, issue, *Federal Computer Week* began using an in-house, state-of-the-art publishing system that allows text, graphics, color specifications and all other pre-print production elements to be integrated electronically on a PC network. The fully composed pages are then printed by Editors Press, Inc., of Hyattsville, Maryland.

Designing and producing pages this way has saved time and money while allowing *Federal Computer Week* to achieve a standard of excellence in design that is now being recognized in the publishing community.

"We're delighted to be able to produce a great-looking newspaper using the latest technology," said **Moira Saucedo,** production manager. "The industry recognition is icing on the cake."

SEPTEMBER 28, 1987

FEDERAL COMPUTER WEEK

THE NEWSPAPER FOR SYSTEMS DECISION MAKERS IN GOVERNMENT

DARPA's 'Arpanet in Orbit' /12

SSA Scales Back Its Systems Modernization Budget /14

OMB Mulls Circular On Cost Control /21

Pixar Refocuses On SDI, Fed Clients /59

GPO, NTIS Write Joint Venture Plan

Guides Due On Computers For Disabled

Helicopters Hover on Edge of AI

FTS 2000 On Hold Indefinitely

The award-winning issue

In March, PIMW will hold an awards banquet to honor all winners and announce four best-of-show entries.

"Our mandate — to produce a magazine-quality periodical in a newspaper environment — isn't always easy. But the *FCW* team has done a fantastic job in achieving that goal and will do even better in 1988," Saucedo said. ❑

FCW delivers

First BPA audit shows market strength

In addition to picking up awards for excellence in design, *Federal Computer Week* recently got good news from the Business Publications Audit of Circulation, Inc. (BPA). Circulation figures and supplementary data in the publication's first BPA report show that *Federal Computer Week* has delivered on promises it made to advertisers in March 1987.

BPA report data for the six-month period ending September 1987 prove that *Federal Computer Week's* readers are indeed an ideal target audience for the publication's advertisers:

- 100 percent of *FCW's* 50,000 subscribers are systems decision-makers with purchasing influence over computer and communications products and services used by the federal government;
- 100 percent of subscribers personally requested their subscriptions in writing;
- nine out of 10 subscribers purchase computer systems at their sites;
- eight out of 10 subscribers are responsible for purchasing communications equipment;
- seven out of 10 subscribers are responsible for purchasing software.

"This BPA report represents the most vital, well-defined circulation ever available to federal vendors," said Associate Publisher **Dave Topus.** "It's also the most comprehensive database on the federal marketplace ever, period."

As a new publication in

Continued on p. 6

IDG News Service

New delivery system

Reduced costs, greater flexibility

Thanks to a new transmission system, the IDG News Service is now offering a state-of-the-art news service to its worldwide subscribers, while cutting operating costs dramatically.

> *"Now we can operate much more like a true wire service."*

The new system, which was custom-designed for the News Service by Networking and World Information (NWI), became operational on January 1, replacing the On-Tyme system.

Substantial savings

Since switching to the new delivery system, the News Service has increased the volume of material it sends by roughly 30%. While it is too early to determine exact cost savings, they are expected to be about 40%.

"Last year, we doubled the amount of material sent over the wires and, as a result, our expenses soared," Director **David Hill** explained. "That's when we started looking for a more cost-efficient system."

True wire service

The new delivery system is proving to be not only less costly, but also more sophisticated, more flexible and more powerful than On-Tyme.

"With the old system, we used to send our stories in one batch, once a day," Hill said. "Now we can file our stories as they come in and operate much more like a true wire service."

News Service subscribers now have the ability to check the wire all day long and receive up-to-the-minute information.

Individual subscribers can also customize the service. For example, they can choose to pull either short takes or complete stories from the wire, depending on their needs.

Graphs and spreadsheets

New powerful features will soon be activated to enhance the program's capabilities. No longer will the service be limited to carrying text alone.

"The new system can carry binary files, allowing users to send or receive any type of data, including spreadsheets and graphs," Hill said. "We expect to begin experimenting with this feature soon and exploring additional services it will allow us to deliver."

The IDG News Service maintains staff in Boston, Paris and Tokyo and works with IDG Communications publications in 34 countries. Through the News Service, editors of these publications have access to the work, knowledge and expertise of nearly 500 writers and editors around the world. ❑

People

Felici named managing editor

Jim Felici has been promoted to managing editor of *Publish!* magazine. Previously, Felici served as the magazine's technical editor. He also managed the microcomputer-based typesetting of both *PC World* and *Macworld* magazines. He has more than 15 years of experience in magazine, newspaper and book publishing.

"Jim has been a central figure in the success of *Publish!*," said Editor **Susan Gubernat.** "He brings technical expertise as well as extensive experience in production systems and typography. He is a demanding editor, a great writer and a charismatic public speaker."

Approximately 75,000 people receive *Publish!*, which was introduced as a monthly in July 1986.

McGrath promoted

Lisa McGrath was recently named sales coordinator for *Computerworld's* recruitment advertising department. She previously served as sales assistant to the department's account executives and to department director **John Corrigan.**

Before joining the recruitment advertising department in 1987, McGrath worked in the chairman's office at IDG. She also worked for *Computerworld* as an assistant in the ROP advertising department in 1985 and as an assistant in the traffic department in 1984.

Continued on next page

FCW...

Continued from p. 4

March 1987, *Federal Computer Week* had to wait six months before its initial BPA audit could be completed and released. Even without official BPA data, the publication had little trouble attracting advertisers in its first several months of operation.

"We're pleased to see the fruits of our labor," Topus said. "This will eliminate any resistance there still might be among a very small number of advertisers that previously wanted a BPA before committing." ❑

People...

Continued from previous page

"Lisa has shown responsibility and determination in her position and has developed an excellent working relationship with the sales staff," Corrigan said. ❑

IDG WORLD UPDATE

Editor
Peter Moore

Contributing Editors
Larry Bishop
Mary Dolaher
Susan Perry
Melissa Strayton
Véronique Sulliger
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.P/MOORE.

IDG News Service...

Continued from p. 2

provide subscription information to clients whose appetite for information has been whetted. In this way, IMS can encourage increased advertising in IDG Communications' international publications, while the IDG News Service is given a prime opportunity to expand its subscription base.

"*International Computer Update* will be a true partnership between the News Service, International Marketing Services and all the international publications that contribute," Hill said. ❑

◆ ◆ ◆

Happy Anniversary

Fourteen Years
Shirley Kohn - CW/Germany

Ten Years
Alan Power - CW/Australia

Nine Years
Carol Lee Polack - CW
Ina Hoenicke - CW/Germany

Eight Years
Joanne Capolino - IDC

Seven Years
Joanne Boiardi - IDC
Christiane Almarguy - CW/France
Patrica Poupaert - CW/France

Six Years
David Rowell - CW/P
Ian Thalmessinger - U. K.

Five Years
Corinne Kody - IDC
Beverly Wolff - CW
Mare-Anne Jarvela - CW/P
Franz Josef Heber - CW/Australia
Hubert van Onna - IDC Benelux
Amdor Armero Ayuso - IDC Spain
Maury Romano - CW/Brazil
Nilcimas Oliveira - CW/Brazil

Four Years
Maryann Depietro - PCWCI
Bart Rhoades - PCWCI
Donna Sparrow - IDC
Paula Foss - CW
Olga Greenwood - CW
Florian Fritz - CW/Germany
Christine Laverdant - CW/France

Three Years
Michela O'Connor - PCWCI
Bernhard Weeser-Krell - CW/Germany
Aliza Bigaerd - CW/France
Carole Chabry - CW/France
Maria Ehn-Notrica - CW/Sweden

Two Years
Simon Willsmer - IDC
Colette Bienfait - CW/France
Anne Hickins - CW/France
Victor Yuen - CW/Asia
Roberto Masiero - IDC Italy
Jose Claro - CW/Brazil
Willy Staehli - CW/Switzerland

One Year
Deborah Tarantino - IFW
Maryanne Sinville - IDC
Michael Comendul - CW/P
Kathryn Kress - FCW
Marilyn Richter - FCW
Moira Saucedo - FCW
Dorothy Pratt - IDC Australia
Veronique Arene - CW/France
Evelyne Tchontakian - CW/France
Frederique Laher - CW/France
Peter Andersson - CW/Sweden
Hugh Gibbs - IDC Europa
Phil Thomson - CW/Australia
Rick Verhoeven - IDC Benelux
Vera Chan - CW/Asia
Neil Raishbrook - CW/London
Evelyn Beroott - CW/London
James Bailey - CW/London
Jose Escaloy - CW/Brazil
Rosane de Freitas Serro - CW/Brazil

IDG WORLD UPDATE

VOLUME 18, NUMBER 6

FEBRUARY 17, 1988

IDC Washington

Software service is first step in '88 plan

"Federalization" under way

IDC Washington took the first step in its 1988 drive to "federalize" IDC services when it announced the federalization of the Software Technology Service (STS) in January. Federalization is the process of enhancing an existing continuous information service (CIS) with research programs that have a unique federal focus. IDC has found that federal government clients have highly specialized needs that are sometimes difficult to meet using the standard CIS offerings.

"Our 1988 charter is to adapt continuous information services to the federal government market," said IDC Washington Group President **Marina Young.** "The STS federalization is the first in a series of upcoming product innovations."

Continued on p. 2

Netherlands

New yearbook covers Dutch market

IDC Benelux, Computerworld Netherlands in joint publishing effort

In a joint project that could serve as a model for IDG business units in other countries, IDC Benelux and *Computerworld Netherlands* have published the first edition of *Computer User Yearbook*, a 528-page reference guide on computer installation sites in the Netherlands. IDC Benelux initiated the project as a new way to gather data for its IDC User File. *Computerworld Netherlands* wanted valuable information about the Dutch user market, with an eye on focusing editorial content, increasing subscriptions and generating additional ad revenues.

"The book contains information about each site, the computers and peripherals in use, when they were installed, what applications are used and the names of the systems managers," said **Peter Jansen** of IDC Benelux. "There are also two articles on industry trends in the Netherlands."

The book's target audience includes the sales staffs of hardware and software vendors, many of whom advertised in the book. More than 1,000 copies of the book have been sold at a price of 150 Dutch guilders each.

Continued on p. 4

Federalization begins. . .

Continued from p. 1

Unique issues

Federal automated data processing managers face unique software challenges, and the new STS will focus on issues of particular interest, including distributed data processing and database management, system security, ADA, Unix, conversion, maintenance and other areas.

> *"Our 1988 charter is to adapt continuous information services to the federal government market."*

The first research effort of the federalized STS will be an analysis of "rule-based shell," a system development tool for artificial intelligence. IDC will define applications that fit the federal market, evaluate the benefits and costs of developing and maintaining such a system and produce an appendix containing a market survey of rule-based shell suppliers.

New library

As part of its commitment to federalization, IDC Washington is also expanding its library to include software information. The plan calls for IDC to seek regular contributions and new-product announcements from all software vendors marketing to the federal government. A newly hired librar-

Continued on p. 5

1988 Conference Schedule

Sponsored by IDC's Technology Services Group

Date		Conference	Location
March	8	Industry Briefing Session	Washington, D.C.
	9	Industry Briefing Session	New York, NY
	14	Industry Briefing Session	San Jose, CA
	15	Industry Briefing Session	Newport Beach, CA
	21	Industry Briefing Session	Boston, MA
April	19,20	International Market Planning	Hotel Nikko, San Francisco, CA
May	8-11	Executive Conference	Boca Raton, FL
	16	European Briefing Session	Frankfurt, W. Germany
	18	European Briefing Session	Paris, France
	20	European Briefing Session	London, England
	23	European Briefing Session	Milan, Italy
	25	European Briefing Session	Amsterdam, The Netherlands
	27	European Briefing Session	Copenhagen, Denmark
September-November	TBA	Regional Technology Seminars	TBA
	TBA	European Conference	TBA

■

For more information, please contact
Janet Morita
IDC, 5 Speen Street, Framingham, MA 01701
(617) 872-8200, x 347

Software competition links industry, young talent

Le Monde Informatique sponsors contest; student programs to be produced

For the second year, the "Grand Prix du Logiciel Etudiant" (Grand Prize for Student Software Programs) brought students and computer industry representatives together in Paris last December. The GPLE, a software competition open to all university students in France, is organized by the MBA Institute and sponsored by *Le Monde Informatique*/CW France, Bull and VIF (Vive l'Informatique Futée), a French software company.

> *"Students often have very imaginative and creative ideas for new software programs, and the GPLE gives them a chance to be recognized."*

A special edition of *Le Monde Informatique*, dedicated to students and announcing the contest, was published during the first week of June. An extra 10,000 copies were printed and distributed on campuses. Students responded enthusiastically, with 225 initial entries submitted — up 25 percent from the previous year. Of that number, 55 programs were actually chosen for the competition — an 80 percent increase from 1986.

By December, five of the entries had been nominated by microcomputer professionals and submitted to the Jury of Honor for a final decision to award the top three prizes.

> *". . .the computer press is an ideal communicating link between the industry and universities."*

First prize was 20,000 francs; second prize, 10,000 francs; and, as a special "Creativity" Prize, a Bull Micral 60 microcomputer. All contestants won a free six-month subscription to *Le Monde Informatique*.

François-Xavier Chaussonnière, general manager of CW France and a member of the jury, said, "This kind of competition plays an important role by linking universities with the industry to ensure that new concepts created by young people achieve their greatest potential."

Tangible rewards

The most important reward for participants is the opportunity to have their original software programs produced commercially.

This year, VIF will produce more than 10 programs from the competition, and students will receive royalties.

Continued on p. 5

CW France General Manager François-Xavier Chaussonnière (center) with winners of the GPLE student software competition.

Dutch computer yearbook. . .

Continued from p. 1

Better data collection

To gather data, IDC Benelux mailed questionnaires to companies with more than 50 employees. As an incentive to participate, each 100th company to return the survey was offered free attendance at an IDC seminar in the Netherlands. Data collection began at the end of August 1987 and took two months to complete.

> *While IDC Benelux concentrated on data collection, CW/Netherlands geared up for the book's production.*

Our goal was to include data on 1,500 sites, but we ended up with 1,200," Jansen said. "There was a certain reluctancy among some users to have their profiles published — they were afraid of being attacked by all kinds of sales people!"

Despite the shortfall, *Computer User Yearbook* turned out to be a better, more cost-effective way to collect site information for the IDC User File. The mail-in questionnaires allowed IDC Benelux to obtain detailed, in-depth data that would have been harder to gather through telephone interviews. **Stephan Neumann** collected and verified the data.

While IDC Benelux concentrated on data collection, *Computerworld Netherlands* geared up for the book's production and handled all advertising. **Pam Werdler,** assistant to CW/Netherlands Managing Director **Wout Berends,** served as the liaison between *CW's* production and advertising staffs and IDC Benelux. Production was completed in one month, and the book was published in December 1987.

1988 plans

"This year we plan to improve our data collection on installation sites," Jansen said. "We are convinced that we need this data to strengthen our market-research capabilities."

IDC Benelux has identified the marketing-services departments of major vendors as its primary market for 1988. With information gathered from *Computer User Yearbook 1987* and other market research, the company offers a Computer Market Information System (C/MIS) that runs on clients' own PCs or network.

The C/MIS is a powerful tool, allowing vendors to produce cross-referenced tables on computer penetration by vertical market, typical system configurations, market trends and more. A year's subscription to the C/MIS costs $15,000 U.S. To feed this system with user data, IDC Benelux will publish a new edition of the *Computer User Yearbook,* this time in six separate parts for different vertical markets. Jansen hopes to expand site data to include 2,000 users and 1,000 software distributors. He is still negotiating with *Computerworld Netherlands* on plans for this year's project.

"The *Computer User Yearbook* could serve as a model for other countries, as well," Jansen observed. "It's an excellent way to collect User File data and is a solid research tool in its own right."

For information on how to purchase a copy of the Computer User Yearbook, contact Peter Jansen, IDC Benelux, telephone 011-31-20-791692, fax 011-31-20-750215, e-mail IDC.P/JANSEN. ❑

People

Blakeman promoted

Kenneth Blakeman has been promoted to sales manager for both *RUN* and *AmigaWorld* magazines. Most recently, he served as a sales representative for both publications. As sales manager, he will manage the sales staff and determine commission structure, ad rates and sales territories. He will also implement strategies to meet the business goals of each magazine. Blakeman joined IDG Communications four years ago as an advertising sales representative for *Microcomputing.* He holds a B.A. from the University of Maine at Orono.

Hoy joins *RUN*

Barbara Hoy has joined *RUN* as sales representative for the Northeast. She brings six years of experience to her job, having worked at Helmer's Publishing

Continued on p. 5

IDC Washington begins federalization. . .

Continued from p. 2

ian will soon begin working on the expansion plan, which includes the possibility of creating an on-line information service for clients.

> *IDC Washington is also expanding its library to include software information.*

"We want to build a database of detailed company and product information, so when clients call with a specific request, we can offer a quick, up-to-date response," said **Arline Clements,** director of operations for IDC Washington.

Next step

After software, the next CIS to be federalized is the Systems and Peripherals Technology Service. July 1988 is the target date. IDC also markets CIS offerings on microcomputers, communications technology and technology futures.

For more information, contact Marji Grubic, manager of marketing services for IDC, at (617) 872-8200. ❑

Student software competition. . .

Continued from p. 3

"Students often have very imaginative and creative ideas for new software programs, and the GPLE gives them a chance to be recognized," Chaussonnière said.

Cécile Blanc, a 21-year-old student from St Jérôme Faculty Marseille, won the first prize for her software program "Epicure," a complete tool for hotel and restaurant management. Second prize was awarded to Stéphane Grangeon and Vincent Lafaiz from Valence for "Framebourse," a portfolio management program. The Creativity Prize went to Shivalingun Pillay from Bordeaux for his original school timetable planning program.

"*Le Monde Informatique* has enthusiastically agreed to support the MBA Institute because the computer press is an ideal communicating link between the industry and educational institutions," Chaussonnière said. "Bringing the two sectors together contributes to the progress of technology."

With participation increasing, the quality of entries improving dramatically and support from major industry forces such as Bull, the GPLE has confirmed its position as the top software competition in France. It will take place again in 1988 with the close involvement of *Le Monde Informatique* .

In addition to the weekly *Le Monde Informatique,* CW France publishes three monthlies: *InfoPC, Distributique* and *Telecoms International.* ❑

People. . .

Continued from p. 4

Group as an advertising sales representative for *ID Systems* magazine and at *Byte* magazine as advertising supervisor. Hoy replaces **Kenneth Blakeman,** who was promoted to sales manager.

McGoldrick on sales team

Michael McGoldrick is *AmigaWorld's* new sales representative for the Midwest. Previously, he worked as a data processing consultant for the Massachusetts Registry of Motor Vehicles, where he trained employees to use a newly installed computer system. McGoldrick graduated from the University of Buffalo, New York, with a B.A. in economics and a certificate in business programming.

Moore named editorial manager

Peter Moore recently joined the IDG Corporate Communications team as editorial manager. He will be responsible for much of the writing and conceptual development of the department's major projects and is also serving as editor of *IDG World Update* . Before joining IDG, Moore worked for two and half years as a communications specialist for the Federal Home Loan Bank of Boston, where he wrote and edited newsletters and coordinated the production of a variety of publications. He earned his bachelor's degree at the Syracuse University Newhouse School of Public Communications and his master's degree at the Boston University College of Communication. ❑

News about *Update*

IDG World Update encourages contributions from IDG employees worldwide. We need your input and ideas to help make this newsletter a useful source of information. If you would like to contribute articles, short news items, "people" announcements or other material appropriate for *Update*, please contact **Peter Moore**, editorial manager for IDG's corporate communications department: IDG, 5 Speen Street, Framingham, MA 01701, phone (617) 875-5000 x417, e-mail box IDG.P/MOORE, fax (617) 879-4681.

In order to publish items in *Update* in a timely way, the following deadline schedule has now been established:

- Feature stories, in-depth articles and longer news items: Drafts and accompanying photos, if available, must be received two weeks before publication date. (Under the current production schedule, *Update* is published each Wednesday.) For example, an article targeted for the March 16 issue would have to be submitted no later than March 2. This allows editing and production to take place in time to meet the printer's deadline.
- News briefs, "people" announcements and other short items: Information must be received one week before publication date. Space permitting, classified ads may be included in the new "Human Resources News" insert, which has replaced "Local Loop." "Human Resources News" is produced by the IDG human resources department and will appear in *Update* every other week.

Space limitations make it impossible for *Update* to guarantee publication of each item submitted. Given the newsletter's weekly publication deadlines, certain amounts of space must be allocated to specific articles well in advance. We will make our best effort to include what we can on a timely basis.

Please join us!
We welcome your participation.

IDG WORLD UPDATE

Editor
Peter Moore

Contributing Editors
Larry Bishop
Mary Dolaher
Susan Perry
Melissa Strayton
Véronique Sulliger
James Warmack

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Happy Anniversary

SIXTEEN YEARS
Joseph Levy - CIO

FIFTEEN YEARS
Lois Green - IDC

TWELVE YEARS
Nora Hoermann - CW/Germany

ELEVEN YEARS
Birgitta Wistmar - CW/Sweden

NINE YEARS
Alice Coronella-Walsh - CW
Piergiorgio Saluti - CW/P

EIGHT YEARS
Steven Sieck - LINK

SEVEN YEARS
Charlene Beaulieu - CW/P

FIVE YEARS
Deborah Walsh - CW/P
Andreas Foerth - CW/Germany

FOUR YEARS
Edward Warner - IFW
Wes Nihei - PCWCI
Deborah Fickling - CW
Robert Gerches - CW
Michele Paradis - CW/P
Vickie Harding - IDG
Pam Werdler - CW/Netherlands
Athaydes de Andrade - CW/Brazil
Lisa McLaughlin - CW

THREE YEARS
Robert Kanes - PCWCI
Kelly Shea - CW
Martha Stewart - CW
Maria Vlacio - CW/Venezuela
Jose Domingue - CW/Brazil

TWO YEARS
John Wardley - IDC
Stanley Gibson - CW
Linda Gorgone - CW
Martha Watjen - WEC
Roseline Dantan - CW/France
Angela Brown - CW/Australia
Maria Luisa Hernandez - IDC Spain
Silvia P. Bassi - CW/Brazil

ONE YEAR
Gina Damghanian - IFW
Dorene Douglas - IFW
Sharon Roe - PCWCI
Judy Sitz - PCWCI
Faith Harbold - IDC
Nancy Niero - IDC
Marie Burke - CW
Jane Eyler - CW
James Kotsaftis Jr. - CW
Stephen Tozeski - IDGCI
Penny Stevens - IDG
Leila Davis - FCW
Denis Hart - FCW
Michael Haedicke - CW/Germany
Kenneth Polden - IDC Australia
Mats Hedberg - CW/Sweden
Michael Birch - IDC Europa
Thomas Lo - CW/Asia
Jean Gomez - CW/London
Simon Duncan - CW/London

IDG WORLD UPDATE

VOLUME 18, NUMBER 5

FEBRUARY 10, 1988

Network World: record issue for CN '88

With 88 pages and a 72-page supplement highlighting the 10th anniversary of Communication Networks (CN), *Network World* published its largest issue ever on January 25, 1988. Two sepa[illegible]e versions were printed:

Continued on p. 2

CN '88 welcomes Chinese visitors

One of the most intriguing events at CN '88 was a visit by a special delegation of six government officials from the People's Republic of China. Led by representatives of E.J. Krause & Associates, Inc., an international exhibition and conference-management group, the delegation toured the exhibit hall and met with IDG Conference Management Group (CMG) staff at the [illegible]shington Convention Center on January 26.

Continued on p. 3

Communication Networks '88

Decade of success

10th anniversary show biggest ever; international attendance grows

By all measures, Communication Networks '88 (CN) showed that the 10-year-old conference and exhibition is enjoying growing support and enthusiasm from the telecommunications industry. The 10th anniversary show, held at the Washington Convention Center in Washington, D.C., January 25-28, attracted more than 17,850 attendees who came to participate in conference programs, meet with exhibitors, attend new-product demonstrations, negotiate business deals and learn as much as possible about a wide range of topics relating to the rapidly changing industry.

"No matter how you look at it, this year's show was the biggest we've ever seen," said **Bill Sell,** show manager and vice president of IDG Conference Management Group (CMG), which produces CN. "Attendance was up 11 percent over last year. The show featured 350 exhibitors, 1,300 booths, 157 new-product announcements, 70 conference programs and 15 in-depth, day-long tutorials — in each case, more than any past show."

Continued on p. 4

Leading edge...

Record issue distributed at CN '88

Continued from p. 1

•77,000 readers on the regular subscription list received the 88-page issue with an 18-page advertiser insert and a cover wrap featuring a letter from Publisher **Gary Beach.** The issue contained 65 percent advertising and set a new record for most ad pages in a single issue of *Network World*, breaking the previous record by 238 percent. January 1988 also set a new record for most ad pages in a single month, showing an 80 percent jump over January 1987.

> *Network World gained against its primary competitor, Communications Week.*

•15,000 copies of the January 25 issue with the CN '88 supplement were printed, with some delivered to the hotel rooms of conference attendees in Washington, D.C., and others given away at the *Network World/Computerworld* booth on the exhibit floor. This version did not include the 18-page ad insert. The CN supplement itself contained 60 percent advertising.

Competitive gains

With or without the supplement, the January 25 *Network World* showed the publication enjoying an expanded market presence. The 88-page count is up sharply from the 56 pages of last year's corresponding issue during the week of Communication Networks (February 9, 1987).

> *January 1988 set a new record for most ad pages in a single month.*

"This dramatic increase demonstrates *Network World's* growing strength and market acceptance," said Editor **Bruce Hoard.** "Our readers appreciate the full industry coverage we provide, while our advertisers see our publication as the most effective way to reach these readers."

Network World also gained against its primary competitor, *Communications Week*: At 120 pages, the February 9, 1987, issue of *Communications Week* was well ahead of *Network World's*. This year, including the CN '88 supplement, *Network World* surpassed *Communication Week's* 104-page count.

Awards and party

As part of the CN '88 activities, *Network World* hosted a party for more than 500 guests at the Grand Hyatt Hotel in Washington, D.C., on January 26. The invitation-only guest list included advertisers, readers and CN '88 exhibitors. Managing Editor **John Gallant** presented *Network World's* annual "User Excellence" awards at th party, recognizing the innovati use of networks by United School District 259 of Wichita, Kansas, and Midlantic Banks of Edison, New Jersey. ❑

NETWORK WORLD
COMNET SHOW SPECIAL
JANUARY 25, 1988

Chinese delegation welcomed...

Officials see first U.S. trade show, lay groundwork for future expos

Continued from p.1

The visit was arranged by **Dorothy Ferriter,** group manager, conference sales for CMG. Ferriter worked closely with E.J. Krause to coordinate the logistics of the visit. Most of the group had never been to a U.S. trade show before.

"This was a terrific opportunity for Communication Networks to gain increased international exposure and awareness," she said.

Frank Cutitta, director of IDG Communications' International Marketing Services, walked the show floor with the delegation and discussed the appeal of the show to Chinese audience.

"There's a keen interest in China in U.S. telecommunications products, because export restrictions are not as tight as they are for computer products in general," he observed. "And from the U.S. vendors' point of view, the volume buying power of the Chinese government is very attractive."

The Chinese delegation at CN '88, accompanied by representatives of E.J. Krause, CMG and IMS.

The delegation included Mr. Ni Yongchang, vice president of the China International Exhibition Centre (CIEC), a division of the China Council for the Promotion of International Trade (CCPIT). The other officials represented China's Ministry of Posts and Telecommunications, Electronics Import and Export Corporation and State Bureau of Goods and Materials.

Left to right: Ni Yongchang, Pan Lian Kui and Hao Xiuwen collect information from exhibitors on the show floor.

China's own CN

Each of the officials is involved in some capacity with China's drive to upgrade its telecommunications systems nationwide, and Mr. Ni works for the agency that sponsors EXPO-COMM, Asia's largest computer and communications trade show. EXPO-COMM is managed by E.J. Krause.

"The group is here to learn, to make contacts and to see how a U.S. trade show is organized," explained Ron Akins, director of international marketing for E.J. Krause. "Mr. Ni is also here to facilitate the planning of future EXPO-COMM shows."

The visit to CN '88 was part of a

Continued on p. 7

Record-breaking show marks

Continued from p.1

Snow in the Northeast on January 25, the day before the exhibit floor opened, threatened to hurt overall attendance figures and caused many attendees to postpone their arrival until the 27th. Once the weather cleared, however, registration lines wound around the convention center's lobbies and challenged the capacity of the show's registration system. The system's 30 computer terminals were equipped to handle 1,250 registrants per hour.

"In spite of the weather, attendance exceeded our expectations," Sell said.

"The crowds really started pouring in on Wednesday morning. Fortunately, our advance planning worked well, and no attendee had to wait more than 30 minutes in line."

Media coverage of the show was at an all-time high, with dozens of industry publications, local television and radio stations and other media on hand to report on each day's major developments.

"The press room was swamped, and at least 200 exhibitors dropped off their media kits for distribution on the first day alone," said CMG Public Relations Manager **Nancy Thayer.**

Highlights

Among the major draws at CN '88 were the record number of new-product announcements, the expanded, in-depth tutorial program led by prominent industry experts, and the three keynote addresses. AT&T Vice Chairman Charles Marshall, U.S. Representative Edward Markey (D-Mass.) and Federal Express Corp. Chairman and President Frederick Smith all delivered keynotes to full-house audiences. The annual "Town Meeting," chaired by CN Chairman Richard Wiley, focused on the aftermath of the AT&T consent decree and the future of telephone companies. Panelists included key government and industry figures, including FCC Commissioner Patricia Diaz Dennis and U.S. Sprint President Robert Snedaker.

EXHIBITOR
BOOTH STAFF
PINPOINT
PRODUCT LOCATOR SERVICE

Exhibitor staff registration at CN '88. More than 350 companies had exhibit booths.

Global appeal

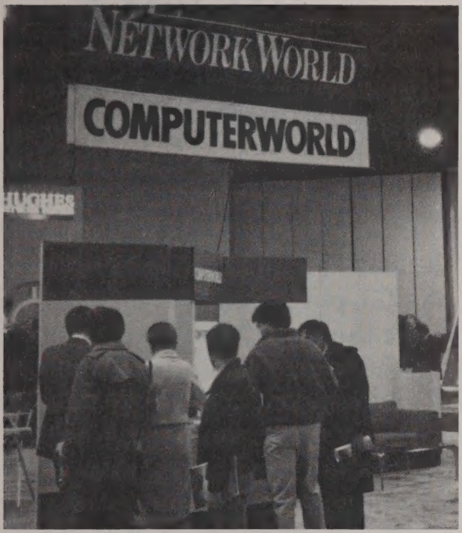
Though not billed as an international trade show, CN '88 attracted attendees from all over the world. Representatives from Japan, England, Switzerland, France, Italy, Belgium, Kuwait, Germany, Sweden, Brazil, Saudi Arabia, Australia, Israel, Mexico and other countries participated in the tutorials and conference sessions. A special delegation of government officials from the People's Republic of China also visited CN.

> *"CN always succeeds in attracting high-level, technically aware users."*

"The show is obviously being recognized around the world as a leading telecommunications industry event," observed **Dorothy Ferriter**, CMG group manager, conference sales.

To increase international participation in the future, IDG Conference Management Group is now seeking membership in the U.S. Department of Commerce's "Foreign Buyer" program, which would provide show publicity to each Commerce Department office associated with foreign embassies. Earning the prestigious "Foreign Buyer" designation would help CN attract more international attendees, Ferriter said. CMG will be working with IDG Communications' International Marketing

10th anniversary...



Potential subscribers fill out qualifying forms at the Network World/ Computerworld booth.

services on specific ways to draw foreign users and vendors to the show.

Unique strengths

CN has become a leading show in part because it has pursued strategies that give it a decided edge over its chief rival show, Interface. In 1987, CN began a push to "audit" conference attendees in a way that is similar to a BPA audit for publications.

"We can't stress enough the importance of knowing precisely who our audience is," Sell explained. "Through audited attendance we can prove to our exhibitors that this is the audience they need to reach."

CN also gives equal treatment to exhibitors announcing new products. All new-product sheets distributed at the show are printed on the same letterhead and displayed alphabetically by company name, so there is no visible difference between an AT&T announcement and an announcement by a small start-up firm.

This year's CN advisory board also recommended establishing a corporate-profile fact sheet system similar to the new-product program. All exhibitor profiles would be identical in appearance, giving smaller firms an equal chance of attendee visibility.

> *Exhibitors ranged from the very small to the industry giants...*

Well-qualified audience

Exhibitors at CN '88 ranged from the very small to the industry giants, from first-time participants to 10-year veterans. AT&T, IBM, MCI, Hewlett Packard, Digital, NYNEX, Motorola, Hughes, U.S. Sprint and other major players were well represented. Exhibitors were pleased with the heavy traffic on the show floor.

Digital Microwave Corporation first exhibited at CN in 1985 and has been an enthusiastic participant ever since. One of the company's first large contracts, a $35 million agreement with Mercury Communications, was closed at CN '85. "We feel this is the place to be to meet key people and exhibit new products to a sophisticated, highly interested audience," explained President and CEO Bill Gibson. "CN always succeeds in attracting high-level, technically aware users."

General DataComm, a 10-year exhibitor at CN, also cited the high quality of the show's attendees as a major plus. Ed Tworkowski, manager of product publicity and exhibits, said, "We consistently reach top-level decision-makers that our sales team doesn't always have access to. It's a well-qualified audience."

NYNEX Corp. has exhibited as a separate business unit since the

Continued on p. 8

IBM Presents
The Well-Connected Establishment
A 12 Minute Presentation

Elaborate exhibits such as IBM's "theater" presentation drew big crowds.

Well-deserved thanks

Reception honors 10-year participants, CMG staff

More than 1,500 guests were on hand at Communication Network's 10th anniversary reception at the Washington Convention Center on January 25. Eight exhibitors and one conference participant received awards of appreciation for their attendance at all 10 shows since 1979. IDG Conference Management Group (CMG) President **Bill Leitch** and Hajar Associates President Paul Hajar presented an engraved clock to each honoree.

"We deeply appreciate the pioneer exhibitors who have been with us since our inception 10 years ago," Leitch said. "Their confidence in our show has helped make Communication Networks the nation's voice, data and telecommunications *event*."

CMG President Bill Leitch (holding scissors) is joined by the CMG staff and IDG President Walter Boyd at the CN '88 ribbon-cutting just prior to the show's 10-year anniversary reception.

The award recipients were Atlantic Research Corp.; Contel Service Corp.; *Computerworld; Data Communications* magazine; General DataComm Inc.; Infotron Systems Corp.; Northern Telecom Inc.; *Telephony* magazine; and conference attendee Clinton Shaw, general director of technical services for John Hancock Financial Services.

Leitch also thanked nine-year exhibitors such as IBM/ROLM and eight-year exhibitors U.S. Sprint and Timeplex.

The CMG story

Leitch and IDG President **Walter Boyd** also thanked the staff of CMG and the outside suppliers who have worked on the show over the years. IDG Conference Management Group was originally formed in 1972 as The Conference Company, Inc., to produce conferences, seminars and trade expositions. In 1980, the company was joined with CW Communications and renamed CW/Conference Management Group. The group became a separate business unit of IDG in 1987 and now has a full-time staff of 13. Its other shows include CD-ROM Expo, held in conjunction with *CD-ROM Review*, and Network Management Solutions. ❑

Building a "mini city"

Planning show is a year-long process

With the growing popularity of Communication Networks comes the massive task of organizing, promoting, producing and managing a major trade show that keeps getting bigger. IDG Conference Management Group spends a year preparing for each CN show and uses six external support groups for exhibit operations and management. Booth sales are managed by Hajar Associates Inc. of Norwood, Massachusetts.

"It's a full-scale production, almost like building a mini city in the convention center, involvi[illegible] about 600 people," said CN Show Manager **Bill Sell**.

At CN '88, shuttle buses operated between the Washington Convention Center and 15 area hotels, and some 3,600 hotel rooms were booked on the show's peak night. The convention helped pump $5 million into the Washington, D.C.'s economy.

85 officers provided 24-hour security at the convention center. There were 484 phone lines. Setup took six full days.

The contrasts between CN '88 and the first CN in 1979 are striking.

"The first show consisted of 36 10-by-10-foot exhibit booths and 38 discussion sessions," recalled Lyn Collins-Roysden, floor manager. "We had to offer free space to fill the hall."

Today, CN ranks in the t[illegible] 100 U.S. trade shows of any ki[illegible] in terms of total booth space.

MCI founder honored

McGowan named "Telecommunications Executive of the Decade"

In recognition of his leadership, innovation and perseverance in the telecommunications industry during the past 10 years, William G. McGowan, founder, chairman and member of the office of chief executive of MCI Communications Corp., has been named Communication Networks' "Telecommunications Executive of the Decade." McGowan received the award at CN '88 in a special ceremony held January 26.

Bill McGowan's personal drive and determination established the independent carrier industry and MCI as its leader," said CN General Manager **Bill Leitch.** "This is a well-deserved tribute to an outstanding individual."

McGowan was chosen by Leitch, CN Chairman Richard Wiley and the program steering committee as the executive who best personified the character of the rapidly changing telecommunications industry. McGowan is well-known for his outspoken positions on competition and deregulation and his dedication to developing innovative product and service offerings.

McGowan

McGowan's personal strength and courage were also cited by CN: After suffering a heart attack in December 1986 and undergoing a heart transplant, McGowan resumed active business life. He is believed to be the most prominent corporate executive to return to full-time work following such surgery.

The award presentation was held just prior to the CN '88 "Town Meeting" on telecommunications policy. McGowan has been an active participant in several past town meetings. ❑

Chinese visit CN...

Continued from p. 3

10-day tour of the United States that allowed the delegation to meet with the U.S. Department of Commerce, the National Telecommunications and Information Administration, the Electronic Industries Association and major corporations such as AT&T, NYNEX and Motorola.

New policy

The day before coming to CN '88, Mr. Ni announced that the CCPIT will now sponsor EXPO-COMM on a regular basis every two years. Previously, the show, which began in 1982, had to be planned, approved and announced by the Chinese government as a separate event each time it was held.

"The Chinese government is now developing EXPO-COMM as the major telecommunications industry event for China, with hundreds of exhibitors from the U.S. and 18 other countries," Akins said. "The new policy encourages participation because it allows exhibitors to make plans well in advance."

Advance planning is important, because the U.S. Department of Commerce must certify events in China in which U.S. corporations participate. Mr. Ni's visit to the Department of Commerce was designed to help China learn more about the certification program.

"Old friends"

Many CN '88 exhibitors will also participate in EXPO-COMM '88 in Beijing on October 26-31. While touring the CN show floor, Mr. Ni's delegation met with a number of these companies, including corporations that have already signed major contracts with the Chinese government. "It was like meeting old friends, because we've established close relationships with many of these firms," Mr. Ni said.

The delegation was most interested in companies displaying fiber optics and digital-communications technology, areas in which China hopes to make major advancements.

"We are very impressed with the Communication Networks show," Mr. Ni said. "It's quite similar to EXPO-COMM."

Information gathered from CN '88 and the rest of the delegation's U.S. visit will be forwarded to the vice minister of China's Ministry of Posts and Telecommunications, who will be part of a high-ranking government visit to Washington in March. ❑

Biggest CN show ever

Continued from p. 5

break-up of AT&T five years ago. "Communication Networks is the leading telecommunications show," said Jamie DePeau, staff director of trade shows and exhibits for NYNEX. "It draws customers from all over the country and gives us exposure beyond our traditional base in the Northeast."

ADC Telecommunications Inc. is a five-year veteran exhibitor at CN. Sue Saltarelli, sales promotion manager, praised the show's comprehensive coverage of the communications industry. "It's a full communications show, not geared just to a single product," she said. "CN allows us to display our complete range of products, and the opportunities grow every year. It's a phenomenal show that keeps getting better."

IDG WORLD UPDATE

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Next year

Communication Networks '89 is scheduled for February 7-9, 1989, at the Washington Convention Center. About 85 percent of this year's exhibitors have already booked space for next year. IDG Conference Management Group has contracted to use the center for Communication Networks through 1997. ❑

Happy Anniversary

Eight Years
Kim Pennett - CW
Rory O'Connor - PCWCI

Six Years
Edelgard Hartwig - CW/Germany

Five Years
Charlotte Donaldson - CW/P
Carl Marchi - CW
Glenn Rifkin - CW
Timothy Caffrey - IDC
Josefina Lavin - IDC Spain

Four Years
Mary Rinlado - CW
Gail Rizzo - CW
Willem Koole - CW/Netherlands
Iris Clench - CW/Australia

Three Years
Marilyn McMaster - CW/P
Tim Walsh - CW/P
Patricia Faherty - CW
Paulo Santos - CW/Brazil
Maria Porto - CW/Brazil

Two Years
Sanford Fibish - CW/P
Deborah Goldstein - IDGCI
Kelly Maxfield - IDC Australia
Linda Lewis - CW/France
Gavin Clark - CW/London

One Year
Dianne Fuller - CW/P
Marilyn Hunter - CW
Paul Mercer - CW
Sonya Walters - IDC
Marty Garchar - PCWCI
Richard Rawles _ PCWCI
William Segovia - PCWCI
Teis Knuthsen - IDC Scandinavia
Dorothea Wendeln - CW/Germany
Patsy Ho - IDC China
Inger Eriksson - CW/Sweden
Lars Billström - CW/Sweden
Andy Walker - IDC Europa
Bert de Jong - IDC Benelux
Josephine Morris - CW/London
Ricardo da Silva - CW/Brazil

Mail alert!

Three of IDG Communications' branch offices in southern California are experiencing ongoing problems in receiving their mail. Each office has a *separate address* to which mail should be sent. The problems have arisen because both domestic and international mail is frequently being addressed to the wrong office, causing unnecessary delays and re-shipping costs. The correct address for each office location is listed below, along with the personnel at each office.

Los Angeles Regional Office
11835 West Olympic Blvd.
Suite 835
Los Angeles, CA 90064
(*PC World, Macworld, Macintosh Today, Publish!, InfoWorld,* IDC)

Personnel: J. Marshall, R. Rezes, L. Villarreal, V. Rittondale, L. McFadden, K. Niles, C. Luther, M. Brownstein, M. Hogan, A. Uphoff, M. Bowers, L. Hillgren

Irvine Regional Office
18004 Sky Park Circle
Suite 100
Irvine, CA 92714
(*Computerworld, Network World, InfoWorld, Computer Currents, Digital News*)

Personnel: J. Stevens, J. Kerwin, D. Pronenko, S. Egan, B. Murphy, J. Epstein, R. Miller, J. Halbert, C. Zaffino, W. Agius

***Computerworld*/Southern California Branch**
18004 Sky Park Circle
Suite 225
Irvine, CA 92714
(*Computerworld*)

Personnel: C. Knox, G. Hooks, B. Raus

There is also a separate *Computer Currents* branch in Sa Monica, California, which to date has not reported any problems in receiving its mail. ❑

IDG
WORLD
UPDATE

VOLUME 18, NUMBER 7

FEBRUARY 24, 1988

IDG Communications/Peterborough

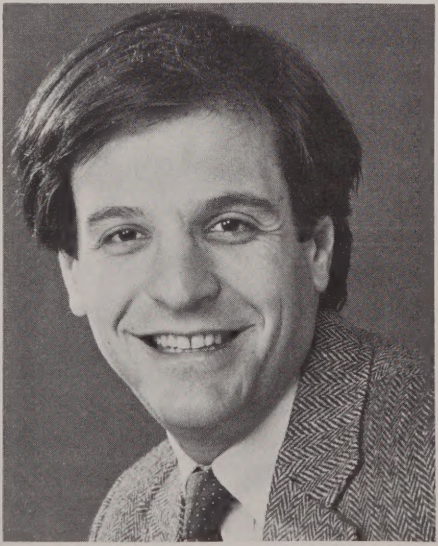
Looking ahead

Challenges, opportunities in '88 as division strengthens core product line

With seven different publications ranging from system-specific consumer magazines to those tracking emerging technologies, IDG Communications/Peterborough will focus its energies and resources on strengthening its diversified product portfolio in 1988. The Peterborough division, which publishes 80 Micro, inCider, RUN, AmigaWorld, CD-ROM Review, PC Resource and Portable Computer Review, has undergone a series of changes in the last 18 months — changes that set the stage for long-term success.

by Mark Smith

Having long labored under a reputation as a "small town" business outside the market mainstream, IDGCI/Peterborough is determined to break out of that image. In January, the company officially changed its name from CW Communications/Peterborough to IDGCI/Peterborough, reflecting its association with the IDG parent. A new division president was named last July, and the position of group publisher was created in January. A recent expansion and remodeling of the Peterborough offices has put all employees under the same roof for the first time. Publications have been tested, launched, repositioned, closed and transformed. There have been many triumphs and a few disappointments.



IDGCI/Peterborough President Mike Perlis

With all of these changes, IDGCI/Peterborough has emerged as more than just a mountain publishing outpost 70 miles northwest of Boston; it is establishing itself as a first-class contributor to the world of computer publishing.

"Our long-term aim is to make Peterborough the IDGCI division with the most potential for growth in terms of consumer magazines and magazines dedicated to emerging technologies," said President **Mike Perlis,** who expects revenues to grow by 10 percent this year. "1988 is not a new-product year, however. It's a

Continued on p. 4

IDC

New vice president

Larry Bishop promoted; joined IDC in 1982

The promotion of **Larry Bishop** to vice president of production for IDC recognizes Bishop's outstanding performance and contributions to IDC's production services, facilities management, mailroom services and printing acquisition. Bishop joined IDC in 1982 as production manager and has led the drive to upgrade IDC's in-house production capabilities.

"Larry has brought a wealth of knowledge and production experience to IDC and has served responsibly as a key service provider to our operating units," said IDC Senior Vice President of Operations **Tom Swithenbank.**

Bishop came to IDC with senior-level management experience at Fotobeam and Evans & Faulkner, two commercial printing companies. He also served as general manager for a division of the Sheldahl Co. and as marketing director for the Honeywell Aerospace Division in Minneapolis. Bishop holds a B.S. degree from Simpson College in Iowa and an M.B.A. from Columbia University.

"Quantum leaps"

When he first joined IDC six years ago, Bishop was faced with the challenge of updating IDC's production systems.

"I remember purchasing the first Wang OIS systems and seeing the production staff migrate from basic word processors to personal computers and most recently, to our new desktop publishing system," he said. "We've really made quantum leaps in terms of the equipment we use." Thanks to its new system, IDC is well on its way to becoming an expert user of state-of-the-art technology, ensuring high-quality, professional-looking publications. The IDC production staff recently completed installing the required interfaces between the system's Interleaf, Wang and Macintosh components.

Larry Bishop has been with IDC since 1982.

"One of our major goals in 1988 is to establish a true publication image," Bishop explained. "We want readers to be able to recognize an IDC publication immediately — whether it's a bulletin, a binder, a report or stationery."

IDC now produces about twice as much printed work as it did when Bishop first joined the company. The production team includes **Cindi Sparrow, Donna Sparrow, Carol Miller, Kathy Roco, Michele Kalin, Mary Trayte** and **Marianne DeLuca.** Together they generate nearly 55,000 pages of published material a year, although the plan for 1988 is to reduce that volume to 36,000 pages.

"There will be fewer pages in each piece, but frequency will increase," Bishop said. "This reflects our 'less, better, more often' philosophy for IDC publications."

Streamlined mailroom

Bishop is also responsible for overseeing IDC's mailroom services, and his philosophy is to "find good people and stay out of their way so they can do their job."

Mailroom supervisor **Diane DiFlorio** agrees that Bishop's approach has done wonders for the mailroom's efficiency. "Larry allows our group, which also includes **Richard Mack,** to make recommendations about improving our service to the company," she said. "If the ideas are sound and we need help implementing them, Larry is there for us."

Oversees facilities

Bishop's third major area of responsibility is the management of IDC's facilities and properties — a big job that includes everything from space planning to knowing where the slide projectors are. Bishop's ability to manage these tasks and meet a variety of individual needs has served IDC well. ❑

Appointments reflect success

Twombly named group publisher; Robbins promoted

Two five-year veterans of IDG Communications/Peterborough have been promoted to new positions that reflect their experience and contributions to the company's success: **Steve Twombly** has been named group publisher for consumer/home magazines, and **Steve Robbins** has been promoted to publisher of *RUN*.

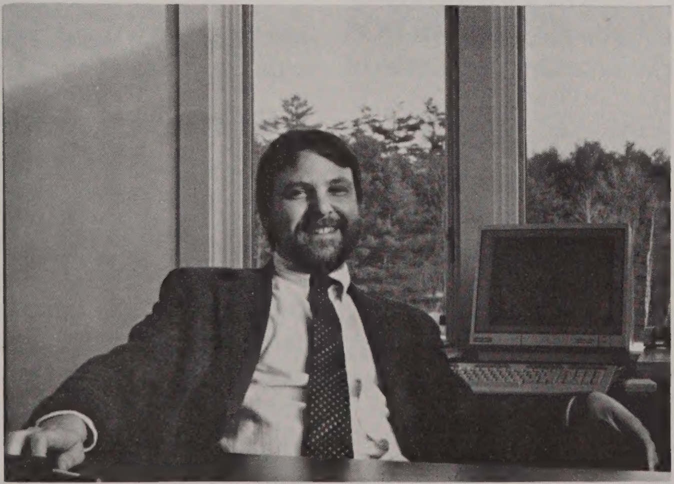
Steve Twombly

New role for Twombly

Twombly has been with IDGCI/Peterborough since October 1983, when he served as advertising director for the seven magazines published by the division at that time. He was promoted to publisher of *RUN* in 1984 and became publisher of *AmigaWorld* as well in 1985.

In his new role as group publisher, Twombly will continue as publisher of *AmigaWorld* and will also be responsible for the profitability of *RUN*, *inCider* and the Special Projects department. He will supervise each of these magazine's publishers and the director of Special Projects.

"Steve is an outstanding manager, and his increased responsibilities will benefit our company greatly," said IDGCI/Peterborough President **Mike Perlis.**



Steve Robbins

Robbins moves up

Robbins began working for the Peterborough division in 1983 as a sales representative for *Microcomputing* magazine. In April 1984, he was promoted to sales manager; he joined RUN as sales manager five months later and was promoted to national sales manager by the end of the year. In 1985, he became national sales manager for *AmigaWorld* as well.

Since December 1986, Robbins has served as associate publisher of *RUN*. In his new position, he will manage the publication's finances, operations and staff.

"Steve has earned his promotion," said Twombly. "As national sales manager and associate publisher, he led *RUN* to the leadership position in ad pages and revenue market share in the Commodore market. He has excellent publishing skills and instincts and a clear vision for the future of *RUN*." ☐

Peterborough strengthening

Continued from p. 1

year to focus on our core publications, maximize profits and consolidate our resources to prepare for growth in the years ahead."

PC Resource promising

One of IDGCI/Peterborough's major tasks for 1988 will be the ongoing development of *PC Resource*, the monthly magazine billed as "the practical guide to MS-DOS computing." A year old in April, *PC Resource* has built a paid circulation of 150,000 — including newsstand sales of 90,000. While the list of publications catering to home PC users is a crowded one, *PC Resource* believes it can dominate an important segment of the market.

PCResource
WHY YOU NEED A BASIC COMPILER
LOW-COST SPEEDUPS
A guide to disk caches and RAM disks
How to install your own hard drive
THE CLONE REPORT
CD-ROM EXPLAINED
WORDSTAR TIPS

"We're concentrating on the PC user who wants to avoid technical jargon and get the facts in a simple, easy-to-read format," said Associate Publisher **Art Shields.** "And so far it's working. Our subscription base has tripled from 20,000 to 60,000, and our extraordinary growth in newsstand sales shows we're filling a significant gap."

80
micro
the #1 magazine for Tandy users
TANDY 1000 TX
Faster, But Is It Better?
The Best Way To Back Up A Hard Drive
See Pages Before You Print Them
Access Files With One Keystroke
Do-It-Yourself Program Menus
REVIEWED:

80 Micro faces challenge

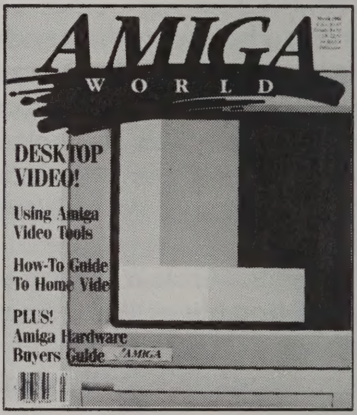
IDGCI/Peterborough's oldest publication, *80 Micro*, has been challenged by shifts in the Tandy user market.

> *"1988 is a year to focus on our core products, maximize profits and consolidate our resources. . ."*

80 Micro long served Tandy TRS-80 users, but when Tandy introduced its PC-compatible Model 1000, the magazine adjusted its coverage to include both the TRS and MS-DOS systems. This created two sets of readers, both of which objected to the split coverage. Readership and ad revenues declined. Following Tandy's decision to market and support only its highly successful MS-DOS products, *80 Micro* opted in January to cover the broader-based MS-DOS market exclusively.

RUN
THE COMMODORE 64/128 USER'S GUIDE
Software Simulations
On Land, Sea And Air
How to Win On Wall Street
Plus:
RUN's Amazing 64 Disk Backup
128 Basic Mouse Editor
Timekeeper 64
Blank It! 128

"We've had a lot of positive response from readers and advertisers already, but a transition like this is never easy," said Editor-in-Chief **Mike Nadeau.** "We're doing a series of mass mailings in conjunction with Tandy and expect to see an upturn in ad counts and circulation."


AMIGA
WORLD
DESKTOP VIDEO!
Using Amiga Video Tools
How-To Guide To Home Video
PLUS! Amiga Hardware Buyers Guide

RUN and *AmigaWorld* lead market

Both of IDGCI/Peterborough's Commodore-specific magazines are faring extremely well. *RUN*, a monthly which debuted in 1984, targets users of the Commodore 64 and 128 home computers. After years in the shadow of its main competitor, *Compute!'s Gazette*, *RUN* is now leading the market.

"We've matched or beaten our

Job Opportunities

Revised: February 17, 1988

Division	Title	*Publication*/ Location	Contact Manager	Phone #
IDG	Administrative Assistant	Framingham, MA	S. Young	(617) 875-5000
IDG	Accounting Manager	Framingham, MA	B. Fischer	(617) 879-0700
IDG	Credit Manager	Framingham, MA	B. Fischer	(617) 879-0700
IDGCI	Market Research Analyst	Framingham, MA	J. Aschenbrand	(617) 879-0700
IDGCI	Administrative Assistant	Framingham, MA	M. Kibbee	(617) 879-0700
IDGCI	Administrative Assistant	Framingham, MA	J. Povec	(617) 879-0700
IDC	QuikSurv Telephone Interviewers	Framingham, MA	D. Kennedy	(617) 872-8200
IDC	Newsletter Editor	Framingham, MA	K. Myhre	(617) 872-8200
IDC	Senior Research Analyst	Framingham, MA	J. Kaplan	(617) 872-8200
IDC	Senior Analyst	Framingham, MA	M. Upton	(617) 872-8200
IDC	Human Resource Manager	Framingham, MA	T. Swithenbank	(617) 872-8200
IDC	Quiksurv Mkt Research Associate	Framingham, MA	E. Kennedy	(617) 872-8200
IDC	Senior Analyst	Framingham, MA	R. Segal	(617) 872-8200
IDC	Telemarketer	Framingham, MA	T. LeBlanc	(617) 872-8200
IDC	(2) Market Research Analysts	Framingham, MA	K. McPherson	(617) 872-8200
IDC	Market Research Associate	Framingham, MA	J. Capolino	(617) 872-8200
IDC	Administrative Assistant	Framingham, MA	P. Earl	(617) 872-8200
CWPI	Copy Editor	*Computerworld*, Framingham, MA	P. Erickson	(617) 879-0700
CWPI	Telemarketer	*Computerworld*, Framingham, MA	A. Hadley	(617) 879-0700
CWPI	Customer Service Representative	*Computerworld*, Framingham, MA	C. Delany	(617) 879-0700
CWPI	Human Resource Representative	*Computerworld*, Framingham, MA	C. Favilla	(617) 879-0700
CWPI	Copy Editor	*Computerworld*, Framingham, MA	P. Erickson	(617) 879-0700
CWPI	Administrative Assistant/Production	*Computerworld*, Framingham, MA	L. Hometh	(617) 879-0700
CWPI	Special Projects Editor	*Computerworld*, Framingham, MA	G. Harrar/B. Laberis	(617) 879-0700
NWW	Staff Writer	*Network World*, Framingham, MA	B. Hoard	(617) 879-0700
NWW	Senior Writer	*Network World*, Framingham, MA	B. Hoard	(617) 879-0700
NWW	Senior Writer	*Network World*, Framingham, MA	M. Petrosky	(617) 879-0700
NWW	Business/High Tech Reporter	*Network World*, Framingham, MA	M. Petrosky	(617) 879-0700
NWW	Data Communications Reporter	*Network World*, Framingham, MA	B. Hoard	(617) 879-0700
NWW	Sales Assistant	*Network World*, Paramus, NJ	J. Daly	(201) 967-1350
CW/P	National Sales Manager	*PC Resource*, Peterborough, NH	S. Vito	(603) 924-9471
CW/P	Assistant Single Copy Sales Manager	Peterborough, NH	L. Ruth	(603) 924-9471
PCW	Director of Finance	San Francisco, CA	C. Spence	(415) 546-7722
PCW	Account Manager	*Macworld*, San Francisco, CA	J. Martin	(415) 546-7722
PCW	Administrative Assistant	*Macworld*, Chicago, IL	S. Dolan	(312) 827-4477
PCW	Administrative Assistant	*Mac Today*, Natick, MA	L. Hilderbrand	(617) 879-0700
PCW	Reporter	*Mac Today*, San Francisco, CA	M. Canon	(415) 546-7722
PCW	Design Associate	*Macworld*, San Francisco, CA	C. Burg	(415) 546-7722
PCW	Market Analyst	San Francisco, CA	G. Rocchio	(415) 546-7722
PCW	Account Manager	*PC World*, San Francisco, CA	S. Van Leuvan	(415) 546-7722
PCW	Associate Art Director	*PC World*, San Francisco, CA	S.Johnston	(415) 546-7722
PCW	Design Associate	*PC World*, San Francisco, CA	S.Johnston	(415) 546-7722
PCW	Designer	*PC World*, San Francisco, CA	S.Johnston	(415) 546-7722
PCW	Technical Editor	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
IFW	Test Center Technician	*Infoworld*, Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Sales Coordinator	*Infoworld*, Natick, MA	M. Mason	(617) 879-0700
IFW	Regional Sales Director	*Infoworld*, Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Coordinator, Test Results	*Infoworld*, Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Business Manager	*Infoworld*, Menlo Park, CA	M. Mason	(415) 328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG / IDGCI / IDC	Susan Perry / Debbie Thistle	(617) 875-5000
CW / NWW	Carolyn Favilla	(617) 879-0700
CW/Peterborough	Chris Syrene	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

IDG

HUMAN RESOURCES NEWS

February 24, 1988

Classifieds

AU PAIR POSITION — French student, English graduate, seeks position as Au Pair from June to September 1988. Contact: Stéphanie Deneusbourg, 214 Boulevard de Raspail, F-75014 Paris, France; or contact Jacques Tillier, E-mail CWCI.J/Tillier.

STUDENT EXCHANGE — Marcos Molinero, publisher of Computerworld Spain, wishes to send his son (13 years old) to the United States next summer to perfect his English. Would like to organize an exchange visit with child of similar age of a CW employee to spend the summer in Spain. Contact: Marcos Molinero, CW Communications SA, Calle Rafael Calvo, 18 4B, E-28010 Madrid, Spain, E-mail CWCI.Spain.

WANTED — Person to share three-bedroom house with two IDG employees in quiet Natick neighborhood. Big yard, patio, guest room, washer/dryer, garage, in quality setting just two miles from CW and IDG. Rent is $234 plus 1/3 utilities. Non-smoker, please. Available April 1. Call CW x586 or IDC x273.

FOR SALE — '83 Dodge Colt hatchback. Good, economical transportation. Front-wheel drive, low-to-average mileage, holds more than you'd think. Asking from $1,700 or best offer. Contact Julie L. Cook at CW Focus, x553.

CHILD CARE — Looking for full time, experienced child care for infant in my Framingham home beginning in late April time frame. Non-smoker. Salary negotiable. If anyone knows of such a person, call Ann at CW X341 or
(617) 877-4702.

SKI AT SUGARBUSH AND MAD RIVER — A six bedroom, fully-equipped ski chalet is available most weeks for 3-7 day rentals in Warren, VT. Call Peter Slingluff (800) 441-4403 X247 for details.

CW PRINTING SYMPOSIUM

MONDAY, FEBRUARY 29
CROWN PLAZA, 9AM-4PM

PERRY DAY —

Monday, Feb. 29th, we've set aside an entire day for seminars and discussions with the staff of Perry Printing. You'll have the opportunity to meet with them on an individual basis, as well as attending the following sessions:

MORNING: 9:30-12

- Meet Perry's personnel as they tour our facility
- View a video which shows how our products are produced at Perry
- State of the art equipment specifically acquired for CW Publishing

Luncheon Buffet: 12-1

AFTERNOON: 45 Minute Mini-seminars

- Press
- Bindery
- Quality Control
- Charts

Advanced registration required due to limited space.
Send attention: Leigh Hometh, c/o Production Department.

PERRY DAY AT
CW PUBLISHING INC

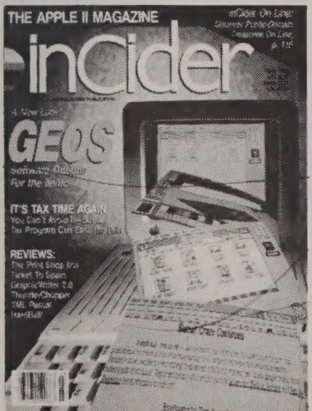
ore products in '88. . .

competition in the number of ad pages for the last five months," said Publisher **Steve Robbins.** "In fact, we've even heard that *Compute!'s Gazette* is planning a redesign that will make it look more like *RUN*. What more could we ask for?"

AmigaWorld, which started as a bi-monthly in 1985 and went monthly last November, is also increasing its market presence. *AmigaWorld* Publisher **Steve Twombly** noted that the readership and advertising support that initially propelled the move to monthly frequency is strong and growing.

inCider gains

Peterborough's magazine for Apple II owners, *inCider*, is also enjoying strong market support. The publication has gained steadily in ad pages compared to its competition, *A+*. Figures published in the January 18, 1988, *Computer Publishing and Advertising Report (CPAR)* show that *inCider* increased 1987 ad pages by 3 percent over 1986, while ad pages in *A+* dropped by more than 9 percent for the same period.



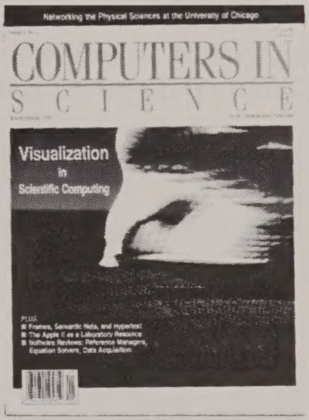
"We're doing our best to appeal to a broad range of readers — high-tech buffs, small-business owners, users at home and school," said Managing Editor **Eileen Terrill.** "It seems to be working; our circulation just reached 125,000, a new high."

CD-ROM Review success

CD-ROM Review, one of Peterborough's emerging-technology publications, is the established leader in the CD-ROM market. Readership is nearing 40,000, and the publication — currently a bi-monthly — is gearing up for monthly frequency in May. *CD-ROM Review* has also set up a product test center and will co-sponsor the second annual CD-ROM Expo show in Chicago, Illinois. The magazine is playing a crucial educational role in the growth of the CD-ROM market.

CD-ROM review
THE MAGAZINE OF COMPACT-DISC DATA STORAGE
Who will tune in to CD-I, DVI and CVD?

Computers in Science closes


Networking the Physical Sciences at the University of Chicago
COMPUTERS IN SCIENCE
Visualization in Scientific Computing

Computers in Science closed in January after three issues but will re-appear as an insert in InfoWorld.

The January decision to close *Computers in Science*, a bi-monthly launched in April 1987, was a disappointment. The magazine, aimed at scientific professionals, experienced difficulty from the start.

While initial research seemed to indicate a need for such a publication, it gradually became clear that the scientific computing field was too fragmented to be covered by a single journal. After three issues, *Computers in Science* was discontinued.

"On the one hand, several specialized publications already exist for the wide variety of scientific computer applications," said Mike Perlis. "On the other hand, if a scientist has a more general computer problem, there are lots of other magazines to choose from."

The Peterborough team found a unique approach to maximize the energy it had invested in the project by directing the magazine to the Special Projects department.

Continued on p. 6

Peterborough in '88...

Continued from p. 5

"There's still a lot of interest in the computers in science field," said **Debbie DePeyster,** head of the department. "So we've contracted with *InfoWorld* to produce a quarterly *Computers in Science* insert. It looks good, and it's attracting advertisers."

Portable Computer
Hot New Laptops
Screens: Never Better
EL and LCDs Take Over
80386 Transportables
The Next Generation
A World of Handhelds
Powerful Solutions

More special projects

Peterborough's Special Projects division is also developing three 1988 issues of *Portable Computer Review,* a successful newsstand-only buyer's guide published as a one-shot in 1987. Also on tap for the fall of 1988 are two newsstand-only consumer specials, the topics of which have yet to be announced. Perlis said they may be strong contenders as regular publications in 1989 or beyond.

Optimism

IDGCI/Peterborough has come a long way since 1983, when IDG Communications first acquired the Wayne Green Inc. publishing enterprise. With computer markets expanding and growing more complex, the computer publishing industry itself has become more sophisticated and competitive, requiring rapid adjustment to market shifts and greater emphasis on effective business planning.

> *"With the dedication of our outstanding people, I think we'll see some great successes in 1988."*

"There's no question that the year ahead poses a number of challenges for us," Perlis said. "Fortunately, we have the resources and the commitment to focus on each of our products, build on our strengths and prepare for the future. With the dedication of our outstanding people, I think we'll see some great successes in 1988." ❑

People

Baccus joins *InfoWorld*

InfoWorld has announced the appointment of **Erica Baccus** as marketing communications manager. She will develop and coordinate all marketing and promotion projects related to *InfoWorld's* advertising sales. Baccus brings 10 years of marketing and advertising experience to her job, including three years as an account executive for a Palo Alto ad agency. She also marketed and promoted a package-design business that she established with her husband. A native of Chicago, Baccus earned a B.S. degree in English education at Indiana University, Bloomington.

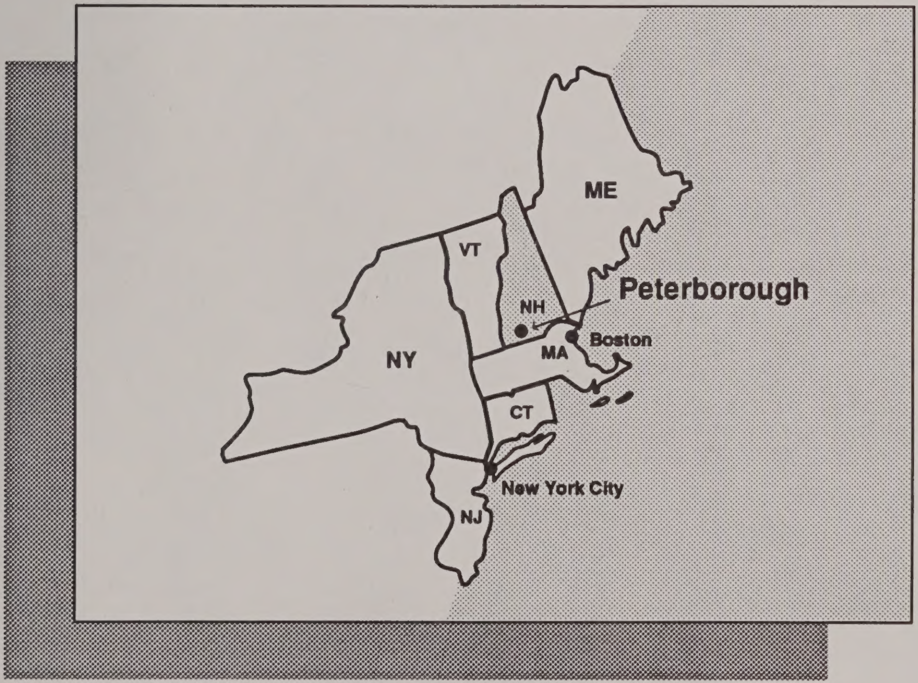
NWW's new senior editor

Laura DiDio has joined *Network World* as the new senior editor in charge of the Local Networking section. She has many years of reporting experience to her credit, both inside and outside the computer industry. Most recently, she worked as a free-lance writer for a number of trade publications. During 1986 and most of 1987, she was with *Digital Review,* serving first as senior editor and then as news editor. From 1984 to 1986, DiDio was an associate editor for *Electronic Buyers News.* She also spent two years researching a novel on worldwide mercenary activity and was involved in the planning

Continued on p. 8

Peterborough, New Hampshire: small town, big in publishing

Visitors looking for a taste of old-fashioned New England often come to Peterborough, a quaint town nestled in the rolling hills of southern New Hampshire. What few outsiders realize is that Peterborough is also one of the more significant magazine-publishing centers in the U.S., producing some 15 independent national publications.



Peterborough, New Hampshire is located 70 miles northwest of Boston.

In addition to the seven magazines published by IDG Communications/Peterborough, the town is also home to such publications as *Byte* (circulation 416,000); *Yankee Magazine* (circulation over 1 million); *Digital Audio & Compact Disc Review* (circulation 85,000); 73 *Amateur Radio* (circulation 62,000); and several other national publications.

How has it all happened in so unlikely a place? Local publishing hero Wayne Green, whose Wayne Green Inc. publishing enterprise was acquired by IDG Communications in 1983, deserves some of the credit, to be sure. But it also has to do with the charms of this beautiful, historic town — charms that have lured many publishing professionals who would rather live and work in such an environment than cope with the harrowing pace of the big city.

"Many of the people here have made a conscious decision to live and work in an area like this," said IDGCI/Peterborough President **Mike Perlis.** "I think the energy, enthusiasm and positive outlook that these people have comes through in the workplace. I see it everyday."

Beyond that, Peterborough has a long tradition as a publishing community. "Per capita, I think there are more people who earn their living through publishing here than anywhere else in the world," Perlis said. "So while we may not be in the mainstream, we've got a decided edge over countless regional publishers." ❑

— *Mark Smith*

People. . .

Continued from p. 6

of several documentaries on South Africa and international arms dealing. From 1980 to 1982, she worked as an on-air investigative reporter for Cable News Network.

O'Connor at *CW*

After three years as senior account manager with *PC World*, **Michela O'Connor** has joined the *Computerworld* sales team in Burlingame, California, as district manager for the Northwest. She will be responsible for major PC accounts in northern California as well as all accounts in the Northwest. ❑

IDG WORLD UPDATE

Editor
Peter Moore

Contributing Editors
Shelley Bakst
Larry Bishop
Mary Dolaher
Susan Perry
Véronique Sulliger
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.P/MOORE.

Happy Anniversary

THIRTEEN YEARS

Marion Kibbee - IDGCI

TWELVE YEARS

Rainer Oberlaender - CW/Germany

NINE YEARS

Donovan White - CW

EIGHT YEARS

Delia Daniels - IFW
Bruce Hoard - NWW

FIVE YEARS

Eric Bender - PCWCI
Ulrike Frimberger - CW/Germany

FOUR YEARS

Keith Johnson - CW/P
Pamela Powers - CW
Margitha Brunström - CW/Sweden
Sylvie Billard - IDC France
Veronica Drysdale - CW/Asia

THREE YEARS

Laurie Flynn - IFW
Robert Kanes - IFW
Karol Lange - CW
Alan Paccagnella - CW/France

TWO YEARS

Linda Simon - IFW
Amy Cortese - IDC
Nicky Sargent - CW/London
Ana Lucia dos Santos - CW/Brazil

ONE YEAR

Patty Davis - IFW
Jon Christianson - PCWCI
Mark Sullivan - IDGCI
Jennifer Pavia - IDG
Patricia Chisolm-Hoetmer - FCW
Arnold Levine - FCW
Vance McCarthy - FCW
Olive Shilland - FCW
Christian Huber - CW/Germany
Carla Dijkman - CW/Netherlands
Benny Almqvist - CW/Sweden
Debbie Long - IDC Europa
Nelly Ramirez - CW/Venezuela
Kristin Kulcik - CW/Australia
Natalie Taylor - CW/London
Ricky Catwell - CW/London
Fatima Villela - CW/Brazil

Photos on display

Photography by **Anne Dillon,** editorial designer for *RUN* and *AmigaWorld*, is currently on display at IDG Communications/Peterborough. Exhibited works include New England landscapes, children's portraits and three "reflections" of London. Dillon, whose background includes experience in various forms of art and design, has been with *RUN* and *AmigaWorld* for almost three years. ❑

March

IDG WORLD UPDATE

VOLUME 18, NUMBER 8

MARCH 2, 1988

IDC

Information Center expands services

Library is valuable corporate asset

Located on the fourth floor at IDC's corporate headquarters in Framingham, MA, the IDC Information Center is expanding its services with several new projects and initiatives for 1988 and beyond. The Information Center houses resource materials available to IDC clients and all employees of IDC, IDG, IDG Communications, IDG Conference Management Group and LINK.

Manager **Mary Jo McSorley** and Librarian **Dee Clark,** who have spearheaded the Information Center's development during the last six years, say they have made substantial progress in improving the center's services. To help in this effort, the Information Center recently established a Library Advisory Council representing a cross-section of IDC employees. Chaired by McSorley, the council meets monthly and recommends strategies aimed at increasing the

Continued on p. 2

FEDERAL COMPUTER WEEK

Creating a conference

Federal Systems Summit '88 set for May; Multi-purpose Macintosh drives effort

With the help of a newly installed network of Apple Macintosh computers and multiple software applications, *Federal Computer Week* is developing a unique conference program for vendors and users in the federal marketplace. The program, titled "Federal Systems Summit '88," is scheduled for May 23-25 at the Omni Classic Hotel in Norfolk, Virginia.

FCW's in-house approach to creating the conference is a superb example of how to maximize internal resources to sponsor and produce a major marketplace event. Virtually every step of the planning process, from budgeting to scheduling to designing invitations and brochures, is being performed on the Mac. Spreadsheets, graphics, database management, calendars, word processing and communications applications are all being integrated for efficient project management.

"In the past, *Federal Computer Week* had been using the Macintosh primarily for word processing and other production functions," said District Sales Manager **Tim Karney,** coordinator of the project. "With the summit conference, we are now taking full advantage of the

Continued on p. 5

IDC library is corporate asset...

Continued from p. 1

library's value as a corporate resource. Many new policies have already been implemented.

"One of our most challenging activities is to stay abreast of overall industry events and to know who at IDC is involved with specific industry companies and is knowledgeable about different technologies," McSorley said. "We work with IDC analysts and research staff to determine ongoing needs and priorities."

> *The Information Center is a true asset not just for IDC but for other IDG business units as well.*

The ongoing development of the Information Center has made it a true asset not just for IDC, but for employees of other IDG business units as well. Quick availability of needed information and a "yours for the asking" philosophy help employees gather the materials they need to stay up-to-date and produce well-researched, top-notch projects.

Referral role emphasized

One of the Information Center's key functions is to offer referral services to patrons needing specific information that can't be located in the library itself.

"We can borrow journals, newspaper articles and textbooks through the Inter-Library Loan System," Clark explained. "This enables us to respond quickly to a variety of specific requests. Our on-line literature search capability has been especially useful for analysts seeking extensive information for an upcoming report."

The Information Center is currently exploring corporate membership programs at MIT and Harvard University and membership in the various groups of the Boston Computer Society to enlarge its resources.

Other plans for 1988-89 include the following:

- To increase awareness of the center and explain how to use its resources, McSorley and Clark will conduct formal orientations for new and current employees.
- Working closely with **Shelley Bakst,** director of corporate communications for IDC, McSorley is now cataloging all IDC presentations and articles by IDC analysts published in the trade press. This information, indexed by author and subject, will be available through a sign-out system and added to the monthly "Update of Library Acquisitions." A new "IDC Makes News" space has also been set up in the library's posting area for news items referring to IDC.

> *"We can respond quickly to a variety of specific requests."*

- The Information Center has purchased a PC to begin indexing IDC reports, library subject files, company files and other resources. A tape recorder and headphones will soon be added in anticipation of an audiocassette library. McSorley and Clark are also exploring applications of optical disc technology for the library.

Employees with questions about the IDC Information Center or suggestions on how to improve its services should contact Mary Jo McSorley at IDC, (617) 872-8200, x253. ❑

COMMUNICATI
Forbes
MACWORLD
Computerworld

Librarian Dee Clark (left) and Information Center Manager Mary Jo McSorley have spearheaded the library's development over the last six years.

IDC Information Center resources

The following services and information are available from the IDC Information Center:

- Referral services
- Vendor files
- Annual reports and 10Ks (disclosure statements filed annually with the U.S. Securities and Exchange Commission)
- Reference materials such as *Datapro, Dun & Bradstreet* and *Directory of Consultants*
- Vendor consultant's guides
- Periodicals, newspapers and newsletters
- U.S. government statistics
- Seminar and conference announcements
- Dialog, an on-line literature search service
- Indexes of all materials
- IDC reports
- Wire services — business wire includes prepress releases from information-technology companies
- "Daily FYI," a clipping service covering the *Wall Street Journal, New York Times* and *Boston Globe*
- Client assistance

IDC Honors achievements

Four recognized at quarterly meeting

Four IDC employees were honored in January for their outstanding contributions to the company. The award recipients were **Susan Harper,** Technology Services; **Carol Miller,** production; **Mariellen Missaggia,** Financial Services; and **Joanne Oteri,** Global Data Resources. The awards were presented at IDC's quarterly review meeting of 1987 results, held at the Crowne Plaza Hotel in Natick, Massachusetts.

High hopes, good news and several challenges were all part of the discussion at the meeting. IDC Chairman and CEO **Carl Masi** reviewed the company's 1987 accomplishments and outlined eight corporate objectives for 1988. Senior Vice President for Operations **Tom Swithenbank,** Global Data Resources President **Paul Earl** and GDR's Director of Research Data Services **Rich Mikita** gave presentations on their respective operations.

The quarterly meetings were established a year ago as an exchange of ideas for all IDC employees in the U.S.

"These meetings provide an important forum for our employees," Masi explained. "It's an opportunity for the staff to keep abreast of our progress and address issues that affect our day-to-day work. We also explore new ways we can meet corporate objectives."

'87 reviewed

Masi listed eight key objectives IDC achieved in 1987:

- New products were designed and introduced;
- A new marketing direction was established;
- Corporate financial controls were successfully put in place;
- IDC's executive manage-

Continued on p. 4

Quarterly meeting...

Continued from p. 3

ment team was formed;

- International operations were strengthened;
- Proprietary market-research services were revitalized;
- The foundation was laid for a new performance-planning and appraisal system;
- Plans for a new employee-training program were established.

"These last two items addressed the most frequently cited needs in our employee surveys," Masi said.

Carl Masi

'88 objectives

Masi also outlined eight corporate objectives for 1988:

- *Achieve profitability.* "Our goal is to generate $2 million in profits from a projected $40 million in revenues," Masi said.

> *The quarterly meetings were established a year ago as an exchange for all IDC employees in the U.S.*

Swithenbank also emphasized this goal in his presentation: "We have gone over the numbers again and again. It will be a challenge, but I think we can do it."

- *Increase employee confidence in IDC.* "We will meet this goal by fully implementing the employee planning/appraisal and training programs, by treating individual employees with respect and by proving we can make a profit in the coming year," Masi said.
- *Integrate IDC management into an effective team.* "I'm very proud of each member of the management team — they are all extremely capable professionals and good people," Masi said. "In 1988, I would like each of them to learn how to give and take so that their decisions benefit the entire company, not just their own operations."
- *Increase end-user business by 100 percent,* from revenues of $3.4 million in 1987 to $8 million in 1988.
- *Improve customer satisfaction,* achieving a 1988 renewal rate of 77 percent, compared with 67 percent last year.
- *Enhance employee productivity,* increasing the $115,000 revenue-per-employee measurement for 1988.
- *Work more closely with IDC's international operations.*
- *Maintain IDC's position* as the industry's primary source of information. ❑

People

New assistants for IDG Human Resources

Michelle LaJeunesse and **Mary Cornetta** have joined the Human Resources department at IDG corporate headquarters in Framingham. Both will be responsible for assisting the department with a variety of projects as well as sharing responsibilities as the receptionist for IDG.

LaJeunesse, a resident of Marlboro, Massachusetts, currently attends Framingham State College. Her hobbies include art and swimming.

Cornetta is a 1987 graduate of Boston College with a B.A. degree in psychology. She plans to pursue an MBA with a human resources concentration. Cornetta lives in Medway, Massachusetts.

Crockett joins *NWW*

Network World has announced the appointment of **Barton Crockett** as senior writer and editor of the publication's "Communications Manager" section. Previously, Crockett worked as an assistant editor for *Information Week,* where he covered IBM and stock-market MIS issues.

"Barton is bright, well-informed and very enthusiastic about covering management stories," said Editor **Bruce Hoard.** "His addition is a big boost for *Network World.*"

Welling in new role

Renee Welling has joined the corporate MIS department at IDG as business applications analyst. She will be responsible for the over-

Continued on p. 6

FCW summit conference . . .

Continued from p. 1

Mac as a tool for business planning."

FCW is now using about 10 different software programs — including Hypercard, C.A.T., Excel, MicroPlanner Plus, WriteNow, Microphone and PowerPoint — to help plan the conference.

"The Mac has enabled us to get all of these programs up and running very quickly," Karney said. "It would be nearly impossible for us to pull this conference together without it."

New concept

Co-sponsored by the Information Technology Acquisition and Marketing Association (ITAMA), the Federal Systems Summit is the first program of its kind, bringing together private-sector vendors and key policymakers in the federal government. What makes the conference unique is that vendors normally do not have an opportunity to talk face-to-face with the higher-level government officials who will be attending.

> *"Support for this kind of program is widespread in the federal marketplace."*

The purpose of the conference is to promote a free exchange of ideas between both sectors of the market. Virtually all of the issues that affect the federal marketplace — legislative restrictions, policy implementation, technological change, federal agency missions, networking standards and the complicated procurement process — will be examined as conference participants discuss new ways to improve the systems acquisition and management process.

Tim Karney

The conference agenda features keynote speakers and panel discussions, each of which will be followed by small workshops aimed at developing specific policy resolutions that ITAMA can present to Congress.

Attendance will be limited to 300 people, of which 60 percent will be vendors and 40 percent, government officials. Government attendees will include senior-level decisionmakers from the U.S. General Services Administration, Department of Justice, Veterans Administration, U.S. Army Corps of Engineers, Federal Aviation Administration and other agencies. On the vendor side, participants will include heads of federal systems divisions, company presidents and vice presidents and others directly involved in marketing their company's federal activities. IBM, AT&T, Boeing and Contel are among the vendors invited to participate so far.

"We've had a terrific response from both sides," Karney said. "Support for this kind of program is widespread in the federal marketplace."

FCW positioned as leader

Karney first proposed the summit conference in November 1987. As district sales manager for the Washington, D.C., market, he had grown familiar with problems inherent in the federal systems-acquisition process. Once the conference proposal was approved, the *FCW* team, with ITAMA as its partner, went to work right away. Karney, along with *FCW* Publisher **Steve Woit** and his assistant **Andrea LaHue,** Associate Publisher **Dave Topus,** Marketing Manager **Carol May,** Marketing Associate **Joan Greback** and columnist **Lynn Bateman** are all involved in the planning.

"By creating this first-class conference, we will unquestionably position *Federal Computer Week* as the key publication for federal systems decisionmakers," Karney said. "This is an ambitious undertaking for a relatively new publication, and we're very excited about it. What makes it even more satisfying is that it's all being done right from our offices with the Macintosh as our primary planning tool."

For more information on the upcoming Federal Systems Summit '88 or on Federal Computer Week's use of the Macintosh for project management, contact Tim Karney, district sales manager, Federal Computer Week, at (703) 876-5100. ❑

People...

Continued from p. 4

all administration of the billing/receivables/credit/sales analysis system that currently runs on the VAX 8200 at IDG corporate headquarters. Welling joined IDG in March 1987 as a bookkeeper, with accounting responsibilities for *Federal Computer Week* and *Digital News*.

New computer operator at IDG

Kevin Burns is the new second-shift computer operator for the VAX systems at IDG corporate headquarters. He will be working Mondays through Fridays from 3:00 PM to 11:00 PM. Burns brings a wealth of knowledge to his new position. Most recently, he worked for Digital Equipment Corporation as a lead computer operator. ❑

IDG
WORLD
UPDATE

Editor
Peter Moore

Contributing Editors
Shelley Bakst
Larry Bishop
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The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.P/MOORE.

Spain has Fax

The Madrid office of *Computerworld España* now has a fax machine. The telefax number is 011-34-1-419-61-04.

NYNEX alert

Accounts representative Noreen Powell of NYNEX Business Centers in Framingham, Massachusetts, will not be available from MARCH 7 through MARCH 14, 1988. IDG employees who deal with Powell are welcome to contact the business center to place orders during this week-long period, but NYNEX asks for your patience and understanding until she returns. For more information, contact NYNEX at (617) 651-7630.

Happy Anniversary

Thirteen Years
Richard Priante - CW

Eleven Years
Elmar Elmaner - CW/Germany

Eight Years
Darlene Dichard - CW/P
Pina Pozzi - IDG

Seven Years
Janet Fiderio - CW

Six Years
Mary Ann McAuley - IDGCI

Five Years
Marjorie Grubic - IDC
Bradford Dixon - CW/P

Four Years
Jane Seamans - IDGCI
Laura Cameron - IDG
Siggi Pesch - CW/Germany
Wim Cop - CW/Netherlands
James Cloutte - CW/Australia
Abdul Rahman Said - CW/Asia

Three Years
Allan Davies - IDC Australia

Two Years
John McDonough - CW
Ian Warhaftig - IDC
Dale Strang - CW/P
Pat Coviello - IDG
Colette Sauvant - CW/France
Kerstin Cedergren - CW/Sweden
Susannah Jayes - CW/London

One Year
James Daly - CW
Ginny Forster - IDGCI
Philip Landa - IDC
Julie Herrod - PCWCI
Jane Lagas - PCWCI
Paul Ruess - CW/P
William Sadler - CW/P
Carl Frankel - LINK
Valerie Norville - FCW
Olivier Protard - IDC France
Nina Mattsoff - CW/Sweden
Erica Parsons - IDC Europa
Toula Mantis - CW/Australia
Duncan Thrower-McRae - CW/London
Joanne Bloom - CW/London
Mario Behring - CW/Brazil
Meyri Bastos - CW/Brazil

IDG

WORLD UPDATE

VOLUME 18, NUMBER 9

MARCH 9, 1988

IDG Communications

IDG Adbase running at full speed

Free service for IDGCI publications available now; database is powerful competitive tool

After a year of planning and preparations, the IDG Adbase is now fully operational, offering IDG Communications publications instant, free access to advertising data on 50 U.S. computer and business publications. Using data purchased from Adscope, Inc., a data-acquisition company based in Washington state, the Adbase can generate a variety of detailed reports showing advertising activity for most of IDGCI's U.S. publications, their competitors and business publications such as *Business Week, Forbes, The Wall Street Journal* and more.

"The Adbase is designed to give publications quick, accurate information on their advertising market," said IDG Executive Assistant for Business Development **David Parker,** who developed the Adbase system. "It's a valuable resource for our advertising salespeople, sales managers, publishers and senior managers."

Updated weekly, the database tracks the total number of ad pages and advertising dollars spent in each of the 50 publications. Three different categories of reports can be produced:

- Advertiser reports, with information on an advertiser's expenditures (in total or by individual product) in each publication;
- Category reports, which show how much advertising (in dollars and pages) each publication has devoted to specific categories of products; and
- Publication reports, listing all advertising activity for each publication. These reports show one publication at a time.

Within each category, different variations are possible, and the system is flexible enough to allow for custom data requests beyond the basic report formats. The data's starting point is January 1, 1986, and reports may be requested for any time period since then.

Continued on p. 2

IDG Adbase a powerful tool . . .

Continued from p. 1

"We are delighted to be able to offer this rapid, no-cost service to our publication teams," said IDG Communications President **Axel Leblois.** "I have found it a very powerful tool for preparing sales calls and discussing media plans with advertisers. It gives a clear picture of how much is spent, where and for which product line. The Adbase is also a great way for advertisers to compare their plans with their competitors'."

Multiple uses

Those who have taken advantage of Adbase data say it serves a number of different purposes equally well.

"It's a remarkable tool for directing our sales team," said *PC Resource* Associate Publisher **Art Shields.** "For example, if we're planning an issue devoted to modems, I can request a report that shows me which modem manufacturers are spending how much in advertising, and in which publications. This is just the kind of information we need to make effective presentations to our advertising prospects."

> *"The Adbase is designed to give publications quick, accurate information on their advertising market."*

John Moon, regional sales manager for *InfoWorld,* used Adbase data to help win accounts with Lotus and Bitstream.

"I was able to show how much their competitors were spending and where they were spending it. With this kind of data at your fingertips, you can help clients sharpen their competitive stance," Moon said. "Clients appreciate this kind of service, and the Adbase is ideally suited to a service-oriented sales approach."

Steve Woit, publisher of *Federal Computer Week,* has used Adbase reports specifically to bolster the efforts of the *FCW* sales force and more broadly as a management tool.

"The Adbase is an excellent idea, not just to gain individual accounts, but also to help our overall strategic planning," Woit explained. "The reports allow us to assess market share, monitor trends, see what the competition is doing and identify areas with the highest growth potential."

Shields added, "We can get a complete picture of the advertising market, including the business press. This expands our ability to form competitive strategies with an eye on overall market trends. To be able to tap this database so quickly and at no cost is a tremendous asset to our efforts."

International reach

Although covering U.S. publications only, data from the Adbase can be used to help international clients, as well. **Frank Cutitta,** director of IDG Communications In-

Continued on p. 4

David Parker and Allison Stamm are the key contacts for information on the IDG Adbase.

Zientara publishes first book

Computer Currents bureau chief profiles 10 of PC industry's women entrepreneurs

The past few months have been something like a dream come true for **Marguerite Zientara,** Boston bureau chief for *Computer Currents*. Her first book, *Women, Technology & Power: Ten Stars and the History They Made,* which profiles 10 women entrepreneurs of the microcomputer industry, was published in December to favorable reviews. It represents two years of hard work, research, interviews and writing. And, according to its publisher, the American Management Association, the book is doing well.

Marguerite Zientara

"I've always wanted to write a book," Zientara said. "This was a tremendous learning experience for me. Ultimately, I'd like to write fiction — novels and short stories."

The women profiled in *Women, Technology & Power* include Portia Isaacson, founder of Future Computing, Inc.; Ann Piestrup, founder of The Learning Company; Esther Dyson, owner and editor of Release 1.0; Ann Winblad, co-founder of Open Systems, Inc.; Therese Myers, co-founder of Quarterdeck Office Systems; Janelle Bedke, co-founder of Software Publishing Corporation; Lorraine Mecca, founder of Micro D, Inc.; Jacqueline Morby, venture capitalist, TA Associates; Joyce Wrenn, former director of software publishing for IBM's Entry Systems division; and Lore Harp, co-founder of Vector Graphic, Inc.

These women represent virtually every aspect of the industry: venture capital, hardware and software development, product distribution, market research and industry analysis. The profiles reveal why the women entered the microcomputer industry, the obstacles they overcame, personal sacrifices they had to make and their philosophies toward business, ambition and success.

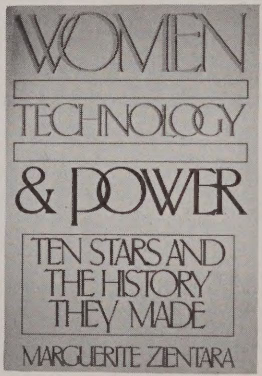
> *The book fills a gap in published materials about women heroes of the PC industry.*

"It's not a technically oriented book," Zientara said. "Because it focuses on the human side of the PC industry, it has appeal for a general audience. The book examines the people behind the companies and the motivations behind the people. It presents business success stories in relation to the history of the industry."

Fills a gap

Women, Technology & Power fills a gap in published materials about women heroes of the PC industry. To Zientara's knowledge, there have been no other books on the same topic, and she found existing resources lacking during the course of her research.

"I think the most important aspect of the book is that it offers strong role models for women in particular, and for anyone interested in learning how to overcome obstacles and realize success," Zientara said. "These profiles are filled with good words of advice for anyone interested in entering the business world."



WOMEN
TECHNOLOGY
& POWER
TEN STARS AND
THE HISTORY
THEY MADE
MARGUERITE ZIENTARA

Among the favorable notices the book has garnered was a men-

Continued on p. 6

IDG Adbase . . .

Continued from p. 2

ternational Marketing Services, recently used Adbase reports to help Acer Technologies, a Taiwan-based manufacturer of PC clones, establish an advertising plan for the United States.

"Acer needed to know where and when its primary competitors were advertising," Cutitta explained. "We were able to provide market data for various time periods. As a result, we've confirmed bookings for Acer in *Computerworld* and other publications."

How to use it

The network on which the Adbase runs is situated at 20 Speen Street in Framingham, Massachusetts.

"For the time being, the way to obtain reports from the Adbase is to contact us here," Parker explained. "Research Assistant Allison **Stamm**, who has been working very closely on this project, is familiar with the system and can process most data requests."

> *Data from the Adbase can be used to help international clients, as well.*

Since January, more than 30 sales representatives and managers have tapped the Adbase, some more frequently than others. Stamm has received as many as 15 requests in a single day.

"I think you'd find that those who make the most use of the system end up being the more effective salespeople," Parker observed. Parker will soon publish an Adbase user's guide, complete with sample reports, that explains in more detail how to use the service.

Future plans

Parker hopes to take the Adbase on-line in the near future, so the data will be accessible from any modem-equipped terminal. Currently, most reports are delivered by fax, overnight express (charged to the recipient) or interoffice mail.

Parker is also exploring the possibility of generating territorial Adbase reports to cover specific sales markets.

"It's a flexible system, and I'm sure it will be used in ways that we haven't even thought of yet."

If you wish to order a report from the IDG Adbase, please contact Allison Stamm at (617) 879-0700, x531.

For more information on the system itself, or to request a different format for a report, contact David Parker at (617) 875-5000. ❑

Important note on use of IDG Adbase data

Information from the IDG Adbase is to be used within IDG only. IDG and Adscope, Inc., have entered a contractual agreement that outlines acceptable uses of the data. *Data may be used as part of presentations and sales pitches to clients and prospects, but actual reports generated by the IDG Adbase may not be sent to clients.* It is a violation of our contract with Adscope to send these reports anywhere outside of IDG. Doing so would jeopardize the entire database.

If you incorporate data from the IDG Adbase in a sales letter or presentation, you should credit the information to Adscope, Inc.

Please call **David Parker** at (617) 875-5000 if you have questions about how this data may be used. ❑

New sales office for *PC World*

With the February opening of its San Diego, California, sales office, *PC World* became the first national computer magazine to establish a sales branch in this rapidly growing market. The office provides advertising sales service to computer companies located in San Diego as well as all of New Mexico and Arizona.

The new office is located at 9601 Aero Drive, Suite 200, San Diego, CA, 92123. Account Manager **Christine Kopec** can be reached there by telephone at (619) 279-7473. ❑

Sales incentive: free travel

Air-travel incentives boost trade-show promotion; sweepstakes winners announced

A valuable tool for trade-show and conference promotion is the use of air-travel incentives that benefit attendees, exhibitors and conference planners. IDG Conference Management Group (CMG) works with airlines to offer discounted airfare for attendees and exhibitors of its trade shows. By including travel discounts in its planning efforts, CMG is able to build additional good will into its shows while earning free round-trip tickets for its own use. In some instances, CMG organizes sweepstakes drawings that serve as an additional promotional tool.

"For the 10th anniversary of our Communication Networks (CN) show, we worked with Eastern Airlines and American Airlines to offer participants a 35 percent discount on coach fare and a 5 percent discount on super-saver fare," said Nancy **Thayer,** CMG manager of public relations and non-exhibit sales. "We encouraged enough bookings to earn two round-trip tickets for our later use and four round-trip flights from Boston to Washington, D.C., for on-site inspection a few days before CN began."

CMG will likely use the tickets it earned for staff travel to a future show.

"As conference planners, we welcome the opportunity to reduce our own travel costs," Thayer said.

Sweepstakes winners

In conjunction with CN '88, CMG also sponsored sweepstakes with both airlines. The winners of the Eastern Airlines drawing were Rick Hancock, assistant vice president for information services, Independent Life, Jacksonville, Florida; and Don Wilkins of Hewlett-Packard/Colorado Telecom in Colorado Springs, Colorado. Both winners will receive a free round-trip ticket to any destination in the continental United States.

Winners of the American Airlines sweepstakes have not yet been announced.

Negotiations are key

Negotiating with the airlines is essential in determining what incentives will be offered. CMG's first successful deal was with American Airlines for the CN '87 show. Eastern Airlines was added for the 1988 show.

"In 1987, we earned one complimentary round-trip ticket for every 50 booked," Thayer explained. "Based on that success, we were also able to negotiate free sweepstakes tickets for CN participants in 1988."

For each show, the airlines supplied promotional materials and a toll-free telephone number to make flight bookings easier.

Depending on the travel dates of a trade show, the number of potential flyers and the promise of doing future business with an airline, conference planners can negotiate effective agreements that benefit all parties involved.

If you are planning a trade show or conference and would like more information on air-travel incentives, contact Nancy Thayer at IDG Conference Management Group, (617) 879-0700 x434. She will be happy to assist in setting up a meeting-planner account with one of the airlines. ❑

10-year employee anniversary

IDG Chairman **Pat McGovern** lifts **Marina Bonacci** into a waiting limousine as they prepare to leave for Bonacci's 10-year anniversary luncheon. Bonacci spent 10 years at *Computerworld,* most recently in the production department. ❑

First book published . . .

Continued from p. 3

tion in the *Boston Globe,* which wrote, "Zientara is a veteran computer writer with a keen eye for detail and a sense of what it is to build a company from the ground up."

Zientara has been promoting the book on a variety of radio talk shows, both locally and around the U.S., and is pleased with the response.

Out of the blue

The concept for the book arose out of an in-depth cover story Zientara wrote in 1984 for *InfoWorld,* where she worked as a senior writer at the time.

"The piece was called 'The Five Most Powerful Women in the Industry,' and it was one of the most demanding articles I ever had to write," Zientara recalled. Five of the 10 women profiled in *Women, Technology & Power* were subjects of the original article.

Shortly after the article appeared, Zientara received a phone call from the American Management Association, asking her if she would like to develop the article into a book.

"The publisher's offer came out of the blue," Zientara said. "I had been wanting to write a book and was thrilled at this sudden opportunity."

She started working on the book while still employed at *InfoWorld,* but soon found she did not have enough time to handle both tasks. She left *InfoWorld* to complete the book. "It was overwhelming at first," she said. "I had developed a lot of skills through my work on IDG publications, but I quickly realized that I didn't know how to write a *book.*"

For two years she persevered, conducting a massive amount of research and at times spending 12 hours a day on the project. In August 1987, once the actual writing was finished, Zientara joined *Computer Currents* as Boston bureau chief.

Zientara's story

Zientara has almost 10 years of experience with IDG Communications publications, having started her career as a writer for *Computerworld* in 1972. After a year and a half at *CW,* Zientara left and pursued other activities for four years. She rejoined the *CW* staff in 1978 and spent the next five years covering social, political, artistic and personal aspects of the computer industry. With the PC industry booming in the early 1980s, she decided to join the *InfoWorld* team, where she spent the next year and a half before leaving to finish her book.

Women, Technology & Power is available through most U.S. bookstores. It may also be ordered directly from the publisher (AMACOM) by calling (518) 891-1500. ❑

IDG WORLD UPDATE

Editor
Peter Moore

Contributing Editors
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Happy Anniversary

TEN YEARS
Tom Monahan - CW

NINE YEARS
Ann Baker - IDG
Walter Schoenberger - CW/Germany

EIGHT YEARS
John Dix - CW
Max Jaeger - CW/Australia

SEVEN YEARS
Margaret McIndoe - CW
Fiona Davies - CW/P

SIX YEARS
Frederick Losapio - CW
Roger Murphy - CW/P

FIVE YEARS
Kathleen Girard - PCWCI
Lucy Sheehan - IDG
Lucia da Silva - CW/Brazil

FOUR YEARS
Elisabeth Franconeri - CW/France
Paramaseeven Vydelingum - IDC France
Leif Rasmussen - CW/Denmark

THREE YEARS
Miriam Jenkinson - IFW
Rachel Parker - IFW
Terry Lee - CW/Australia

TWO YEARS
Josh Gonze - NWW
Karyl Scott - NWW
Dan Muse - CW/P
Werner Breuer - CW/Germany
Maya Timmer - CW/Netherlands

ONE YEAR
Eleni Brisbois - CW
Theresa Towey - PCWCI
Kathleen Roberts - CW/P
Rita Schwartz - FCW
Tania Evans - CW/Australia
Keiko Ohta - IDC Japan
Joanna Morris - CW/London
Carlos Perone - CW/Brazil

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 10
MARCH 16, 1988

ASIA

Managing change. . .

ROAD TO RECOVERY

Aggressive changes buoyed by team spirit

The first issue of Asia Computerworld, published in 1984, was aimed at MIS professionals in Singapore, Malaysia, Indonesia, Thailand, the Philippines, Hong Kong and Taiwan. Since then, following a trend toward country-specific advertising and recognizing the many social, cultural and economic differences among individual countries in the region, Asia Computerworld Ltd. introduced separate market-specific publications with separate advertising rate cards. The computer publishing market in Asia has always been competitive, and several publications were well entrenched when IDG Communications entered the market.

Following a difficult and disappointing 1987, Asia Computerworld Communications Ltd., headquartered in Hong Kong, has regrouped, consolidating its resources to tackle the challenges of 1988 with new vigor and optimism. A new general manager, several staff promotions and a strong team spirit are helping the Asian team regain its competitive edge. Asia Computerworld Ltd. publishes two weekly tabloids: *Computerworld Hong Kong* and, from its Singapore office, *Computerworld SE Asia*. The company also publishes the monthly PC *Review* and the bimonthly *Communications World*.

1987 was originally a year of high hopes for the company, which took the ambitious step of increasing the frequency of the two *Computerworlds*, formerly published bi-weekly, to weekly. The company also wanted to stress the difference between the two publications, which target distinct and separate audiences.

Continued on page 4

China
Taiwan
Hong Kong
Philippines
Malaysia
Singapore
Indonesia

Asia Computerworld's publications are positioned to cover the region's many diverse markets.

IDG
COMMUNICATIONS
TRAINING GROUP

INVESTING IN PEOPLE

New effort aimed at developing employee skills

Investing in people — one of IDG's 10 corporate values — is the rationale underlying the new IDG Communications Training Group, according to IDGCI Executive Vice President **Lee Vidmer**.

"Our corporate goals for 1990 and beyond will become reality only if we develop our people: executives, publishers, editors and other professionals. The training group is designed to provide consistent, high-quality, in-house training for our employees," Vidmer said.

The group's charter is to offer training opportunities for all U.S. employees in four key areas: management, sales, editorial and personal computer use.

"We are directly responsible for the design and implementation of management, editorial and PC training," said Group Manager **Sharon Frederick**, a former executive editor of *Computerworld*. "In addition, we provide coordination and administrative support for the sales-training services that IDGCI contracts from outside consultant Bob Burchess. Nearly 100 IDGCI salespeople have attended the first two levels of this multi level program, which is among the most comprehensive in the publishing industry."

Working with Frederick are **Mary Chaves**, PC trainer, and **Doreen Goldberg**, administrative assistant. Although the three work out of offices at 20 Speen Street in Framingham, they are often on the road at various publication sites.

The IDG Communications Training Group, left to right: Sharon Frederick, Doreen Goldberg and Mary Chaves.

Chaves, for example, recently conducted a two-day session on Lotus 1-2-3 for LINK in New York, while Frederick just returned from a two-day management seminar in Peterborough, New Hampshire, and will soon travel to a similar session at *InfoWorld's* Menlo Park, California, office.

Management training

Management training began in 1987 with two pilot programs and has picked up speed this year. According to Bob Miller, corporate human resources consultant, the goal is to provide management training support for all IDGCI management and supervisory personnel by the end of 1988. Miller worked with Frederick to evaluate more than 20 management development programs before choosing one from Learning International (formerly Xerox Learning Systems).

"Based on interviews with more than 50 IDGCI employees from all levels of the organization, we identified our most critical management training needs and found that Learning International could meet those needs."

Two management sessions have been run thus far in 1988, with two more scheduled this month. Beginning in April, the sessions will be held monthly in Framingham and will be open to any IDGCI, IDC or IDG manager.

"It's the right blend of theory and practice," said *PC Resource* Editor **Eric Maloney**. "The program gives you techniques that you can take back to the office and

Continued on page 7

ICL Today

TARGETING VERTICAL MARKETS

Supplements sharpen editorial focus, boost ad revenue

With 12 supplements targeting various vertical and geographic markets, 1987 proved to be the "year of the supplement" for *ICL Today*, published monthly in the United Kingdom by CW Communications Ltd., London. The use of supplements was so successful last year that *ICL Today* has adopted a similar approach for 1988. Supplement topics this year include telecommunications, networking, defense, health and central government.

"*ICL Today* has generated impressive ad revenues through its monthly supplements, which also help position us as the leading publication serving the ICL market," said Associate Publisher **Ian Yarlott.**

ICL is one of Europe's largest computer manufacturers, holding a 25 percent market share in the U.K. and dominating the health, defense, education and public-administration markets. ICL also has a strong presence in manufacturing, retail, finance and public-utilities sectors. *ICL Today* was founded in 1985 as the only ICL-specific magazine for management-level users. Its 16,000 circulation includes 2,000 copies sent to ICL itself and 14,000 sent to users. A strong 3.44 readers-per-copy average brings total readership to over 55,000.

The only other publication in the U.K. addressing the ICL market is *The User Group* magazine, with a circulation of 4,000. It is designed more as a consumer-oriented newsletter, while a typical issue of *ICL Today* includes news, editorial commentary, letters to the editor, product news, software reviews and technical updates on the latest innovations in ICL hardware and software.

"*ICL Today* is dedicated to providing senior-level end users — both technical and non-technical — with the information they need to do their jobs more efficiently," Yarlott said. "In fact, in a recent survey, 94 percent of our readers said that we are addressing the correct issues."

Revenue boost

The use of supplements has further solidified *ICL Today's* leadership position in its market. Each *ICL Today* supplement in 1987 was devoted to one of the specific vertical markets in which ICL dominates. Regional surveys, such as an in-depth look at the ICL market in Scotland, also proved successful as supplement topics.

"Supplements give readers added insight into specific areas of ICL's business and offer advertisers the opportunity to target their chosen vertical markets," Yarlott explained. "They are excellent sources of additional advertising income."

Proving successful enough to warrant publication as stand-

Continued on page 8

A PUBLICATION OF CW COMMUNICATIONS
A SUPPLEMENT TO ICL TODAY
DESKTOP COMPUTING
JANUARY 1988
A · SUPPLEMENT · FOR · THE · ICL · COMMUNITY ·
SEGMENTING FOR SUCCESS
8 DRS 300 Neighbourly solutions
11 DRS PWS Five months on — what the users think
17 PC QUATTRO Meeting the challenge of deregulation
20 OPERATING SYSTEMS An overview
22 OFFICEPOWER Towards an integrated
A PUBLICAT
FINA MANA SY
A · SUPPLEMENT
2 IN FOCUS Turning the facts to good account

ASIA COMPUTERWORLD LTD. MEETS MARKET CHALLENGES...

Continued from p. 1

"The move was very aggressive and success depended on the continued recovery of the display advertising market, gaining recruitment ads, starting marketplace or small display ad sections and publishing bi-monthly *Computerworld Malaysia* and *Computerworld Indonesia* publications from the *Computerworld SE Asia* base," said **Alan Power**, vice president of the Asia/Pacific region for IDG Communications.

The Hong Kong staff with Axel Leblois — Front row, left to right: Melvyn Bennett, associate publisher/sales; Axel Leblois; Terry Ng, production; Back row, left to right: Edith Lo, assistant accountant; Molly Leung, ad sales representative; Micaela de Almeida, assistant publisher/operations; S.W. Chan, general manager; Richard Adhikari, assistant editor; Sandy Wong, circulation; Francis Pearce, editor-in-chief; Vera Chan, regional sales manager; Victor Yuen, art director; Karman Cheng, traffic coordinator.

Market downturn

The Asian market faced a serious struggle in 1987. Total advertising pages were down compared with the previous year, and although the two *Computerworlds* held a 60 percent market share, the overall size of the ad market was significantly smaller.

"Major advertisers, while welcoming our weekly frequency, were simply unable or unwilling to review their budget allocations," Power said. The unexpected market downturn was another factor which contributed to Asia Computerworld Ltd.'s challenges, as was an overly confident plan regarding how much of advertisers' limited budgets would be allocated to the *Computerworld* publications.

"Our competitors held their volume fairly steady, largely because they had been in the Asian market longer and had built up considerable good will," Power said. "We undervalued their status with vendors."

Pressure mounts to make changes

As pressure mounted in 1987 to turn the Asian operation around, the company took several steps to reorganize. The first priority was to cut fixed expenses. The second was to localize the company. Following the December resignation of the managing director, the internal organization was re-structured.

Continued on next page

Appointments

HONG KONG

Computerworld

Club to test handhelds

New law spurs gov't purchase

In Hong Kong, **S.W. Chan**, formerly the accountant/administration manager, was promoted to general manager. Completely familiar with the operations of the company, Chan is also an experienced expense manager. **Micaela de Almedia**, former traffic coordinator, was named assistant publisher/operations; **Melvyn Bennett** was promoted from regional ad sales manager to assistant publisher/sales; **Vera Chan**, a sales manager responsible for display and recruitment advertising, was named regional sales manager. The assistant circulation manager was promoted to manager.

> *"The team understands that, by working together, they can exceed their plan..."*

In Singapore, the editor of *Computerworld SE Asia* was replaced by **Winifred Chan**, formerly assistant editor. One sales manager was not replaced and a sales executive was promoted.

New team spirit

"By promoting staff and giving them broader responsibilities, we have developed a team spirit that will grow through complete openness and understanding of our goals for 1988: Simply put, the

Continued on page 6

Happiness Is
a POSITIVE
CASH FLOW!

S.W. Chan, Asia Computerworld Ltd.'s new general manager.

UNDERSTANDING ASIA AND ITS POTENTIAL

by Alan Power

The more time I spend in Asia, the more it becomes apparent that the name "Asia" is merely a convenient description for a group of countries with profound differences in religion, culture, customs and stages of economic development. Doing business in this complex and widely misunderstood region is not without its difficulties.

One problem is an overall misunderstanding of this region that seems to persist in other parts of the world, particularly in the U.S., where "Asia" frequently is associated with Vietnam and little else. The British view of Asia, also shared by certain European countries, is often distorted by colonialist traditions. Hong Kong's society, for example, is deeply entrenched in British values. This is beginning to change as control of the protectorate is transferred to the People's Republic of China in 1997. In the meantime, the market is characterized by MIS professionals who are overwhelmingly English-speaking and end users who are overwhelmingly Chinese speaking. It's a challenging environment!

Hong Kong, Taiwan, Singapore, Malaysia, Thailand, Indonesia and the Philippines represent vastly different cultures and economies. Computer vendors have become increasingly

Continued on page 6

TEAM SPIRIT...

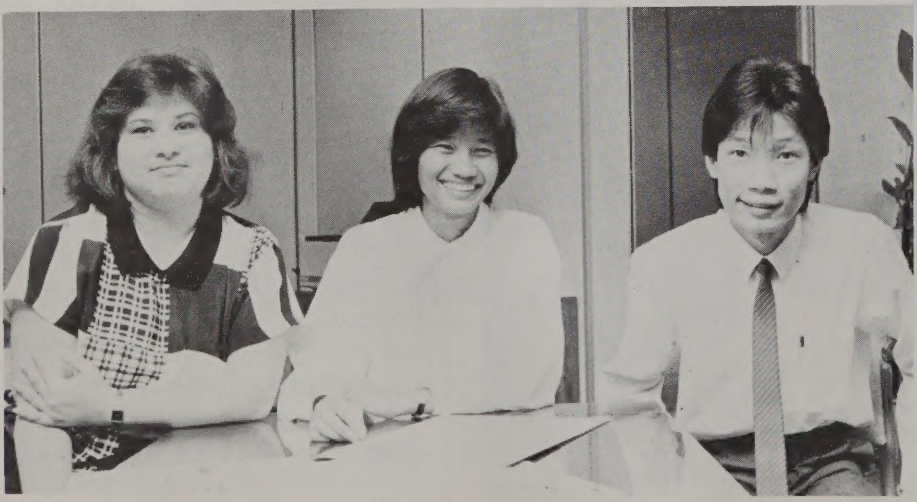
Continued from page 5

company must be profitable," Power said. "The team understands that, by working together, they can exceed their plan by a considerable margin."

"For the first quarter of 1988, Asia Computerworld Communications will be ahead of plan, and bookings are far ahead of last year. This demonstrates the team's high level of hard work and commitment," said IDG Communications President and CEO **Axel Leblois**.

Left to right: Alan Power, VP, Asia/Pacific region; Micaela de Almeida, assistant publisher/operations; Francis Pearce, editor-in-chief; Axel Leblois, president, IDGCI.

The Hong Kong office, with a full-time staff of 12, is the center of production for both *Computerworlds*, although only *Computerworld Hong Kong* is actually printed and distributed in Hong Kong. Pages for *Computerworld SE Asia* are brought to the negative stage in Hong Kong, then shipped to Singapore for printing and distribution. The Singapore office has a staff of three. ❑



The Singapore team, left to right: Veronica Drysdale, Winifred Chan and Patrick Kwok.

ASIA'S POTENTIAL...

Continued from page 4

country-specific, rather than Pan-Asian, in their advertising and marketing efforts. Asia Computerworld Ltd.'s publications are positioned to cover Asia's many diverse markets, with *Computerworld Hong Kong* devoted to Hong Kong and *Computerworld SE Asia* scheduled to evolve into separate country-specific publications over the next five years.

> *"The potential for growth is staggering...We believe we can play a vital role."*

The potential for growth in Asia is staggering: Consider the potential of Indonesia with a population of 350 million (Hong Kong's population is 5.5 million); the potential for Chinese-language publications; and the potential for new-concept publications covering Asia's manufacturing activities and aimed at world markets. With our operations now firmly committed to a successful strategy, Asia Computerworld Ltd. is prepared to tap the opportunities when the timing is right. We believe we can play a vital role in the world of IDG Communications. ❑

People

JONES NAMED AD MANAGER

Computerworld Australia has announced the appointment of **Nic Jones** as its national advertising manager. Jones replaces **Susan Taylor,** who was recently promoted to publisher, and he will report to Taylor. Before joining CW, Jones was publisher of *PC Week* and *Network* magazine for VNU Bunners Publications in the United Kingdom. He has also worked on *Accountancy Age* and *Financial Decisions*, and was the launch ad manager for *PC Week* in the U.K. in 1984. Jones attended Desborough School and Longborough University and holds a degree in social psychology and sociology.

* * * * *

SCOTT PROMOTED

Karyl Scott has been promoted to senior correspondent for *Network World's* Washington, D.C., bureau. Scott has covered Washington since she joined *Network World* in 1986.

"Karyl has taken on the daunting task of single-handedly covering the Washington scene and has consistently beaten *Communication Week's* bureau of four reporters to scoops," said Editor **Bruce Hoard**.

Previously, Scott was editor of *Data Channels*, a weekly newsletter for executives in the data communications industry. She also covered the civil war in Beirut, Lebanon, as a correspondent for Voice of America. A native of Boston, Massachusetts, she earned her journalism degree from Boston University's School of Public Communication. ❑

NEW TRAINING EFFORT...

Continued from p. 2

apply immediately."

PC training

PC training is available from Mary Chaves through one-on-one sessions or in small seminars. Chaves will tailor training sessions to users' specific needs and encourages employees to bring actual tasks that need automating.

"We offer a wide range of courses, from how to use the IDG e-mail system to Lotus 1-2-3 to business graphics," Chaves said. "We will soon be adding sessions on more Macintosh applications and Dbase III for the PC."

Chaves, former new products editor for *MicroMarket World*, taught herself most of what she now teaches others, and has special empathy for employees who are wary of computers. Beverly Raus, sales support for *Computerworld* in California, said, "PCs were new to me, and I needed Mary's personalized attention. I had a real feeling of support; the training inspired me to continue."

> *"Our corporate goals will become reality only if we develop our people."*

Editorial sessions

Editorial training sessions focus on specific topics requested by publication editors. After determining a given staff's needs, Frederick works with a content expert to develop an appropriate seminar format. A recent seminar in Peterborough attracted 12 editors to two four-hour sessions: "Editing People" and "Editing Words."

Whether a session focuses on a specific editorial or sales skill or broader management skills, the IDGCI Training Group's goal remains the same, according to Frederick: "To provide employees with the tools they need to become more successful publishing professionals." ❑

For further information on the training group, contact Sharon Frederick at (617) 879-0700.

ICL TODAY...

Continued from page 3

alone magazines, two special quarterly supplements have been transformed into regular publications under the *ICL Today* banner. *Desktop Computing,* which first debuted as a supplement in January 1986, covers ICL's range of desktop products, from PCs to Unix-based systems. It is now mailed to the full circulation of *ICL Today,* as well as to 10,000 other readers worldwide.

Info, the other stand-alone supplement, covers ICL's activities in local government. "Local government represents a massive market where ICL, as the largest British computer manufacturer, is the dominant supplier," Yarlott said. ❑

IDG WORLD UPDATE

Editor
Peter Moore

Contributing Editors
Shelley Bakst
Larry Bishop
Mary Dolaher
Susan Perry
Véronique Sulliger
James Warmack

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PcW

PRODUCT-DRIVEN

Publication directors named

As part of a management reorganization designed to streamline internal decision making and sharpen its corporate focus, PCW Communications has created the position of Publication Director for each of its products: *PC World, Macworld, Publish!* and *Macintosh Today.*

David Bunnell has been named publication director for *Macintosh Today;* **John Griffin**, for *PC World;* **Jim Martin**, for *Macworld;* and **Bart Rhoades**, for *Publish!*

The publication directors have primary responsibility for overseeing the marketing, advertising sales, editorial, circulation and production teams of their respective publications. The positions were created to ensure that PCWCI remains product-driven and devotes full energy and attention to the needs of its products. PCWCI's individual product teams, formed in 1987, remain an integral part of the corporate structure.❑

Happy Anniversary

THIRTEEN YEARS
Lee Vidmer - IDGCI

ELEVEN YEARS
Diane Martin - CIO

SEVEN YEARS
Shirley Ingram - CW/Australia

SIX YEARS
Ricardo Goncalues - CW/Brazil

FIVE YEARS
Jeff Melnick - CW
John Reichmuth - IDC
David Vellante - IDC

FOUR YEARS
Paul Fitzpatrick - IDGCI
Dianne Barrett - CW
Leslie Barton - PCWCI
Christina Spence - PCWCI
Manfred Schmidt - CW/Germany

THREE YEARS
Jim Povec - IDGCI
Clinton Wilder - CW
Anne Fleming - CW/P
Annick Bruneton - CW/France
Rosemere de Jesus - CW/Brazil
Jussara de Sonza - CW/Brazil

TWO YEARS
Bruce Raskin - PCWCI
Gaye Pringle - IDC Australia
Monique Cosson - IDC France
Shelagh Avins - CW/Australia
Sandy Wong - CW/Asia
Pia Lundkvist - CW/Denmark

ONE YEAR
Kevin Harold - CW
Susan Slater - CW
Peter Burris - IDC
Eleni Brisbois - NWW
Ruth Benedict - CW/P
James Burns - CW/P
Kristen Jordan - IDG
Mary Turner - IDG
Paul McCloskey - FCW
Juergen Reischl - CW/Germany
Swiev Midema - IDC Benelux
Emiko Wakatsuki - IDC Japan
Wendie Puckerin - CW/London

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 11 MARCH 23, 1988

MACINTOSH TODAY

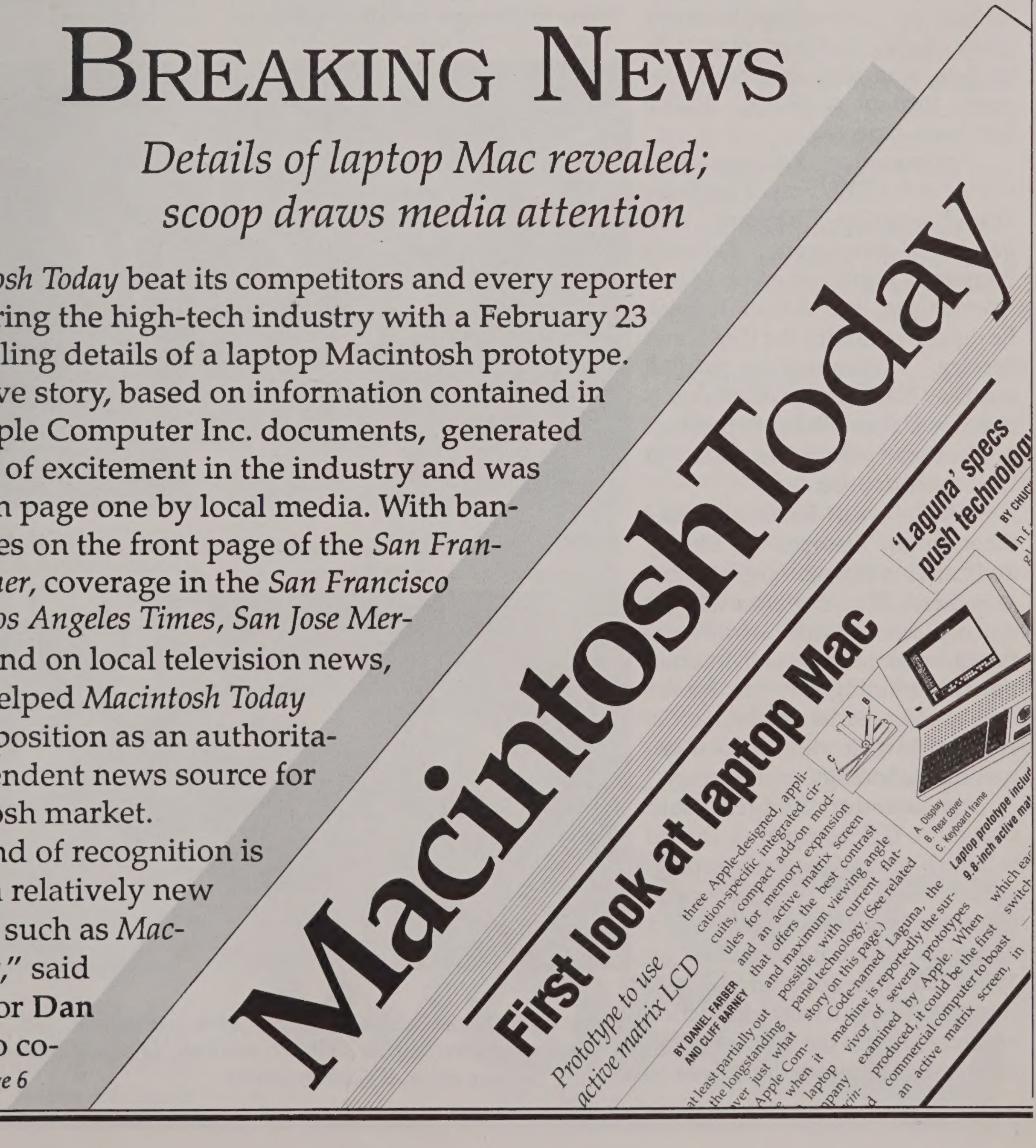
BREAKING NEWS

Details of laptop Mac revealed; scoop draws media attention

Macintosh Today beat its competitors and every reporter covering the high-tech industry with a February 23 scoop revealing details of a laptop Macintosh prototype. The exclusive story, based on information contained in internal Apple Computer Inc. documents, generated a great deal of excitement in the industry and was pickedup on page one by local media. With banner headlines on the front page of the *San Francisco Examiner*, coverage in the *San Francisco Chronicle, Los Angeles Times, San Jose Mercury News* and on local television news, the scoop helped *Macintosh Today* solidify its position as an authoritative, independent news source for the Macintosh market.

"This kind of recognition is terrific for a relatively new publication such as *Macintosh Today*," said Senior Editor **Dan Farber**, who co-

Continued on page 6



MacintoshToday

First look at laptop Mac

Prototype to use active matrix LCD

BY DANIEL FARBER AND CLIFF BARNEY

three Apple-designed, application-specific integrated circuits, compact add-on modules for memory expansion and an active matrix screen that offers the best contrast and maximum viewing angle possible with current flat-panel technology. (See related story on this page.)

Code-named Laguna, the machine is reportedly the survivor of several prototypes examined by Apple. When produced, it could be the first commercial computer to boast an active matrix screen, in

'Laguna' specs push technology

A. Display
B. Rear cover
C. Keyboard frame

EUROPE'S TOP TRADE SHOW

PC Forum attendance doubles; U.S. ambassador visits

A visit by U.S. Ambassador to France Joe Rodgers highlighted IDG Communications' prominent role at PC Forum '88, the microcomputer trade show held in Paris February 16-19. Organizers of the show said it has become Europe's leading personal-computer exhibition. At 67,000, the number of attendees was almost double last year's turnout of 35,000. 55,000 had been expected.

Ambassador Rodgers was hosted at the CW/France booth by **François-Xavier Chaussonnière,** general manager; **Patricia Poupaert,** publisher of *Le Monde Informatique;* and **Amiel Kornel,** European editor for the IDG News Service. Chaussonnière pointed out that IDG Communications is the only U.S. publisher to produce publications aimed specifically at the French market.

"IDG, with local affiliates throughout Europe, is clearly dedicated to maintaining a global presence," Chaussonnière told the ambassador. "With our international news service and International Marketing Services, we are able to offer readers and advertisers a worldwide view of the information-technology marketplace."

Ambassador Rodgers said that more U.S. companies should establish operations in Europe in anticipation of the European Community's plans to establish a common economic market by 1992. He also applauded IDG's intention to sign a joint production agreement with the Soviet Union. Expressing support for moves to make personal-computer technology more accessible for the Soviet Union, Rodgers said export controls limiting the sale of high-technology goods to East bloc countries are likely to be loosened.

"This technology will force them to change certain aspects of their system," Rodgers said.

Three shows in one

PC Forum showcased the products and services of more than 600 companies, 40 percent more than last year. A total of 450

Continued on page 8

CW/France General Manager François-Xavier Chaussonnière (left) with U.S. Ambassador to France Joe Rodgers.

Left to right: Bruno Berthet, president, Capric International; U.S. Ambassador to France Joe Rodgers; Patricia Poupaert, publisher, Le Monde Informatique; Amiel Kornel, Euopean editor, IDG News Service.

InfoWorld

LOCAL FOCUS

Monthly newsletter serves employees

Inside InfoWorld is the monthly newsletter for the 95 employees at *InfoWorld's* Menlo Park, California, headquarters and the 25 staff working in seven editorial bureaus and advertising sales offices around the country. The newsletter, which debuted in November 1987, was designed as an outlet for important internal and corporate news, with the goal of fostering closer bonds between various departments and their employees.

"*InfoWorld* attracts hardworking, enthusiastic, entrepreneurial employees who enjoy the challenge of building something new. They love their work, and *Inside InfoWorld* helps put a unified focus on these important individual efforts," said newsletter Editor **Shirley Dalton.**

Local focus

Inside InfoWorld regularly covers news from the administration department, including a list of new hires, business events at headquarters and at *InfoWorld's* branch offices, company-sponsored and other activities, entertainment events and classified advertising from employees.

"*Inside InfoWorld* delivers the kind of publication-specific, local news coverage that corporate IDG publications can't always provide," Dalton explained.

Feature stories on departments and job functions help educate staff not only about what other people are doing, but also about the publishing process itself. Previous issues of *Inside InfoWorld* have profiled the circulation, production and copy desk functions. The March issue features the distribution department.

Dalton's role

Dalton, who is also a copywriter for *InfoWorld's* marketing department, joined *InfoWorld* a month before the newsletter's premiere.

"It was a great introduction to the company, as well as a very fast way to get to know people, learn the *InfoWorld* story and quickly learn about the many facets of the publishing business," Dalton said.

Shirley Dalton

Marketing Events Manager **Carol Czyzewski** helped produce the first two issues of *Inside InfoWorld*. Czyzewski introduced Dalton to people, departments, company policies and sources for stories and news items. Now Dalton has sole responsibility for reporting, photography and production.

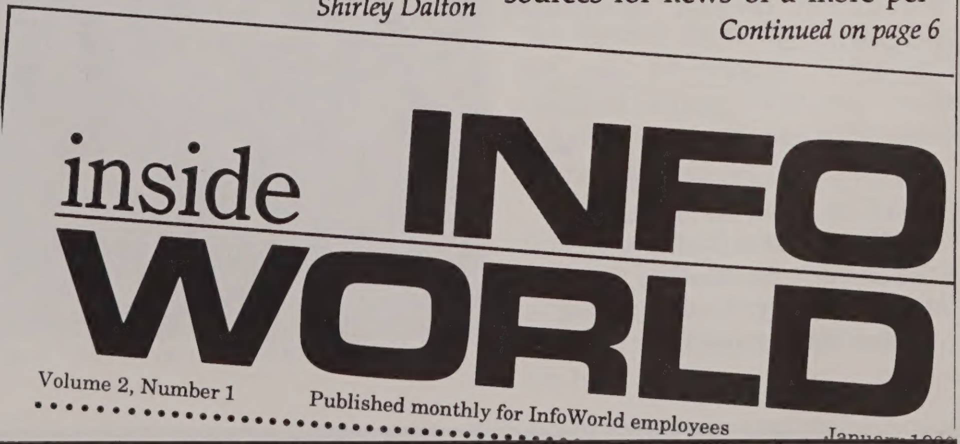
"I consider all employees contributing editors," Dalton said. "Volunteers are always welcome!"

Variety of sources

Stories for the newsletter are gathered in several ways. "The administration office always has news to pass along," Dalton said. "Other stories develop from the grapevine. You get to know who has their finger on the pulse of a department or work area."

Dalton also takes advantage of *InfoWorld's* regular employee social events as a way to tap sources for news of a more per-

Continued on page 6



inside INFO WORLD

Volume 2, Number 1

Published monthly for InfoWorld employees

FREDAG

Sveriges intressantaste datatidning

COMPUTER SWEDEN

Telecom

DEN AKTUELLA DATATIDNINGEN

NR 8

SAS måste omskola 150 systemerare

FIVE-YEAR A

COMPUTER SWEDEN AT FIVE

Continues to outpace competitors

Computer Sweden, a weekly tabloid for MIS professionals published by CW Communications AB in Stockholm, celebrated its fifth anniversary in January.

"Originally, *Computer Sweden* was to be titled *Computerworld*, but that name had already been registered in Sweden by Nordpress, a competing publisher," said Editor **Stefan Karlebo.** "Nordpress was willing to sell the *Computerworld* name for a fee exceeding U.S. $35,000, but we refused the offer."

The choice of name clearly has not hindered the success of the publication, which has experienced growing success in the Swedish market. With a circulation increase of 8,000 since last spring, *Computer Sweden* now enjoys a total circulation of 17,000, putting it ahead of its two chief competitors, *Datavärlden* and *Datornytt*.

In addition to *Computer Sweden*, CW Communications AB publishes *Svenska PC World, Macworld, IBM-Världen, PC Nyheterna* and *Mikrodatorn*, Sweden's largest computer magazine. ❑

COMPUTER
5
ÅR

➡

The Computer Sweden staff: standing, from left to right: Lotta Norling, Håkan Ogelid, Bengt Marnfeldt, Lars Dahmén, Stefan Karlebo, Bengt Toresson; Sitting: Mats Hedberg and Micke Höög.

TIETOVIIKKO

NNIVERSARIES

TIETOVIIKKO CELEBRATES 5TH

Weekly tabloid is market leader

Five years after its debut, *Tietoviikko,* a weekly tabloid aimed at leading executives, financial consultants and MIS professionals in Finland, continues to hold a strong market position. The publication's paid circulation grew to 22,000 in January 1988 with the addition of a group subscription from Finland's Society for Information Technology.

"This increase makes *Tietoviikko* the largest information-technology newsweekly in the Nordic countries," said Editor-in-Chief **Timo Tolsa.**

Industry praise

Tietoviikko recently celebrated its fifth anniversary with a party attended by 200 guests from the top Finnish computer companies, user organizations and advertising agencies.

Felix Bjorklund, president of IBM Finland, told Tolsa that *Tietoviikko's* editorial approach benefits both users and vendors.

"It's vital for users to see beyond their immediate computer environment and get a larger picture, which the publication provides," Bjorklund said. "And when *Tietoviikko* carries actual or expected IBM product announcements, the IBM Finland sales team is flooded with customer calls."

Pekka Roine, president of Finland's Digital Equipment Corporation Oy, emphasized the importance of media selection in reaching the correct target audience and creating a corporate image. Digital's sales in Finland grew by a record 40 percent in 1987.

"Tietoviikko's design, along with its professional editing and excellent international news connections, has resulted in an ideal medium for Digital's message to Finnish enterprises," Roine told **Aila Bjork,** *Tietoviikko's* marketing manager.

Olavi Niitamo, president of the Finnish State Statistical Center, said he expects *Tietoviikko's* circulation to grow even more as information technology becomes more accessible and easy to use.

"Information technology is a tool for human use," he emphasized. "The more people learn about the potential and limitations of information technology, the better." ❑

Tietoviiko Editor-in-Chief Timo Tolsa (left) shakes hands with Olavi Niitamo, general director, Central Statistical Office of Finland, as Tietoviikko Editor Heikki Vuonamo looks on.

MACINTOSH TODAY SCOOP...

Continued from page 1

wrote one of the two cover stories on the laptop. "It really helps distinguish us from our competitors and enhances our credibility as a totally independent publication."

Inside information

The story was divided into two parts: an analysis written by Farber and News Editor **Cliff Barney,** and a description of the prototype's technical specifications written by free-lance writer Chuck Farnham. Farnham initiated the story after obtaining a 160-page document from an unnamed source within Apple. Farber and Associate News Editor **Rory O'Connor** inspected the document to ensure that it was genuine. Apple was given an opportunity to comment but declined.

"Whether or when Apple would release a laptop Macintosh has been the subject of speculation and rumors for at least a year," Farber said.

The machine described in the article, if produced, would probably not be available during calendar 1988. It is a 12-pound Macintosh SE that includes Apple-designed semiconductor chips and a screen technology called "active matrix," known for its superior resolution. Estimated cost would be $6,000. The prototype is believed to be one of many being developed by Apple.

While the scoop and the publicity it won were exciting, Farber stressed that *Macintosh Today* offers much broader coverage to meet the needs of its readers.

"Our readers have come to expect high-quality information from us, and this happened to be a time when we were able to provide them with something no one else had," Farber said. "But in the long run, I think it's more important to provide consistent coverage and solid analysis about current news, not just future prospects, and to do it better than anyone else." ❑

FARBER FOLLOWS MAC'S PROGRESS

Macintosh Today's February scoop was the latest exciting Macintosh-oriented event in Senior Editor **Dan Farber's** career. With **David Bunnell** and the late **Andrew Fluegelman,** Farber was a founding editor of *Macworld* magazine in 1984. The magazine's debut was timed to coincide with the release of the first Macintosh, and Farber had first-hand exposure to Mac prototypes and initial software development.

"It was a very exciting time," Farber recalled. "The Mac was radically different than anything we'd ever seen before, and it's still exciting. I don't think anyone could have predicted that it would become an alternative to IBM in the corporate community. In fact, in 1984, the running joke was that there were only four software packages available for the Mac: MacPaint and MacDraw and MacPaint and MacDraw."

Farber began his editorial career on the copy desk of *PC* magazine in 1983, then moved to *PC World's* copy desk. He served as *Macworld's* associate editor from 1984 until 1987, when he was named senior editor for *Macintosh Today.* ❑

INSIDE IFW...

Continued from page 3

sonal vein. InfoWorld's sales offices are also very enthusiastic and cooperative, routinely providing updates about their activities.

Reducing costs

The cost of producing *Inside InfoWorld* varies depending on the number of pages and photos. Each copy averages $1.50, considerably lower than the cost before a production move to desktop publishing. To prepare for the transition to desktop publishing, Dalton took four two-hour training sessions in Microsoft Word and Pagemaker software for the Macintosh. **Patty Davis,** PC support specialist, provided additional in-house training. With Davis' assistance, Dalton hopes to reduce production costs even further by learning how to electronically scan photos, thus eliminating the expensive halftone process.

InfoWorld employees are enthusiastic about the newsletter and look forward to it every month.

"More and more people contribute each month. Several of our departments now contact me immediately when they need to communicate information," Dalton said.

Dalton has derived a great deal of personal gratification from initiating this project.

"I enjoy learning about how things are accomplished, and when you produce this kind of newsletter, you get a good grasp on how the overall organization works," she said. "I consider myself lucky to be in this position!" ❑

IDGCI/PETERBOROUGH

SKI TEAM SUCCESS

Close second finish in regional contest

A few months ago, **Mike Wozmak,** New England regional sales manager for *PC Resource,* became convinced that IDG Communications/Peterborough had enough employees with a strong skiing background to form a top-notch corporate ski racing team. So he prowled the Peterborough offices and hallways with fellow skier and Central Regional Sales Manager **Gary Ciocci,** searching for employees who wanted to hit the slopes. After a few weeks, they recruited enough people to form a National Standard Race (NASTAR) ski team. NASTAR is an independent organization that runs amateur ski races throughout the U.S.

Wozmak's efforts paid off: In February, at the end of their six-week season, the IDGCI/Peterborough team had skied well enough to finish in a close second place, edged out of the top spot by just a few points. The team collected 28 out of 30 possible gold medals (the other two were silver) and scored 117 points out of 120. A total of 23 teams from southern New Hampshire competed.

"I knew we would do well, but I didn't expect us to finish so close to the top, especially in such a competitive league," Wozmak said.

In addition to Wozmak and Ciocci, team members included **Peter Slingluff** from *inCider;* **William Smith** and **Brenner Fuller** from *80 Micro;* **Rob Stave** from *CD-ROM Review;* and Diana Dahrouge (not an IDG employee). *80 Micro's* **Whitney Karr** was unable to ski because of knee surgery.

Good mix

The team's skiers had varying degrees of experience. Some had

Continued on next page

Peterborough team captain Mike Wozmak fulfills his need for speed at a NASTAR race.

People

MANIKAS JOINS PCWCI

Effie Manikas has joined IDG Communications' Natick, Massachusetts, sales office as administrative assistant. She will be providing sales support for *PC World* and *Macintosh Today.* Previously, Manikas worked for Datachecker Systems, Inc., as administrative assistant to the Northeast district sales manager.

GUPTILL PROMOTED

Bruce Guptill has been promoted to associate features editor for *Network World.* Guptill joined the IDG Communications family in August 1986 as a staff writer for *MicroMarket World.* In April 1987, he joined *Network World* as assistant features editor. Guptill holds a B.A. degree in communications from the University of Connecticut.

"Bruce's diligent work has contributed significantly to the high quality of our features section," said Editor **Bruce Hoard.**

DUFFY NEW COPY EDITOR

Cathy Duffy has joined the *Computerworld* copy desk as copy editor. Formerly with the Advanced Technology Division of Hill and Knowlton, Duffy served as an account coordinator and managing editor of a monthly newsletter for the consultant and financial communities. A graduate of Westfield State College, where she earned a degree in English with a communications

Continued on next page

PEOPLE...

Continued from page 7

concentration, Duffy has experience with desktop publishing, copy editing and production. ❑

JOHNSTON NAMED BUREAU CHIEF

Stuart J. Johnston has been named Northwest news bureau chief for *InfoWorld* in Seattle, Washington. Johnston joined *InfoWorld* after spending three years as a documentation consultant for Boeing Computer Services. Previously, he was a journalist/consultant for Weyerhaeuser Corporation and an account executive/copywriter for an advertising agency. He earned a bachelor's degree in journalism from the Univerity of Montana and has completed work on a degree in creative writing with an emphasis on poetry. ❑

PC FORUM...

Continued from page 2

exhibitor booths took up 25,000 square meters of floor space. Running concurrently in the same hall as PC Forum were two smaller exhibitions, Resocom and Codexpo, allowing attendees to see the latest in networking technology and automatic bar-coding equipment.

As part of PC Forum, CW/France organized conferences on topics ranging from the future of IBM's Personal System/2 to desktop publishing. CW/France also organized conferences as part of Resocom. ❑

SKI TEAM...

Continued from page 7

been ski racers in college, others were ski instructors and a few had never competed in an organized downhill event. They all had various reasons for joining the team, as well — whether to get back into competition, improve their skiing or simply for a new experience.

The team's success prompted Wozmak to issue a friendly challenge to any other IDG ski team, including the staffs of IDG Communications' Scandinavian publications.

"We'll race anyone!" he said. ❑

IDG WORLD UPDATE

Editor
Peter Moore

Contributing Editors
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James Warmack

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Happy Anniversary

EIGHT YEARS
Edward Scannell - CW

SIX YEARS
Fern Lipshitz - LINK
Michael Hovagimian - IDC
Pam Valentinas - CW
Joan Pinsky - NWW

FIVE YEARS
Cynthia Sparrow - IDC
Keiichi Maesato - IDC Japan
Dorthe Theodoraki - CW/Denmark
Edson Rodrigues - CW/Brazil

FOUR YEARS
Susanne Schulze - CW/Germany
Jonas de Oliveira - CW/Brazil

THREE YEARS
Lafe Low - CW/P
Eileen Terrill - CW/P
Nancy Canning - PCW
Gary Rocchio - PCW
David Ushijima - PCW
Virginia Weir - PCW
Chuck Ladouceur - CW
Lesley Judge - CW/Australia
Kiyotaka Kondoh - IDC Japan

TWO YEARS
Kathryn Ciofalo - LINK
Charles Barrett - PCW
Melanie Guy - IDC
Alan Alper - CW
Beth Lazarus - CW
Mervyn Langby - IDC Australia
Christine Cavelle - CW/France
Robert Norum - CW/London

ONE YEAR
Renee Welling - IDG
Robert Fishoff - DN
Andrew Barreras - PCW
Susan Cardoza - PCW
Anne Foley - PCW
Nancy Findley - IDC
Lori Gladwish - IDC
Juergen Trebschuh - CW/Germany
Louisa Lee - IDC Asia
Brian Pratt - CW/Australia
Karman Cheng - CW/Asia
Asha Singh - CW/London
Maria Garcia - CW/Brazil

April

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 13
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EUROBOOM

Great '87 results, Leblois tells execs

SEEFELD, AUSTRIA — The European operations of IDG Communications posted a record year in both sales and profitability, according to IDG/CI president, Axel Leblois, speaking at its annual winter meeting of company managers.

Overseas revenues for IDGCI exceeded $100 million for the first time, an increase of 35 percent over the previous year, he said. Operating profit grew even more, an increase of 83 percent from 1987. A large part of this increase came from Europe.

Leblois attributed the results to three factors: good expense control, basically sound economies in large markets such as France and West Germany; and strong growth in microcomputer-related advertising.

"Our perfomance in Europe is remarkable and shows the excellent management skills that are in place at all levels. In most countries, we

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IFW PRODUCT LAB

HIGH TEST

New, beefed-up lab to test micro products; Readers can customize results to fit their needs

MENLO PARK, CA — IDG's microcomputing newsweekly, *InfoWorld*, has opened a newly expanded testing laboratory to test micro hardware and software and evaluate how it could help users become more productive.

The *InfoWorld* Test Center's staff of 16 technicians will determine how products should be compared, run benchmark tests, check that products do what their vendors say they will do, try to spot problems and malfunctions and file complete reports on more than 2,200 products this year.

Reports from the center will be used in three ways. *InfoWorld* reviewers will use them for the newspaper's reviews, already praised as the most authoritative in the industry. The reports will be carried by the IDG News Service, which links the more than 90 IDG publications.

And *InfoWorld* readers will be able to customize these reports to fit their own businesses. Each factor that goes into a product rating has a different weight; readers can generate their own reports by plugging in their own numbers.

The center, an outgrowth of *InfoWorld's* old review lab, maintains more than 35 microcomputers, five local area networks, hundreds of software packages and peripheral devices. Its staff comes from both technical support and systems analysis, both from user installations and vendor companies.

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INFOWORLD TEST CENTER...

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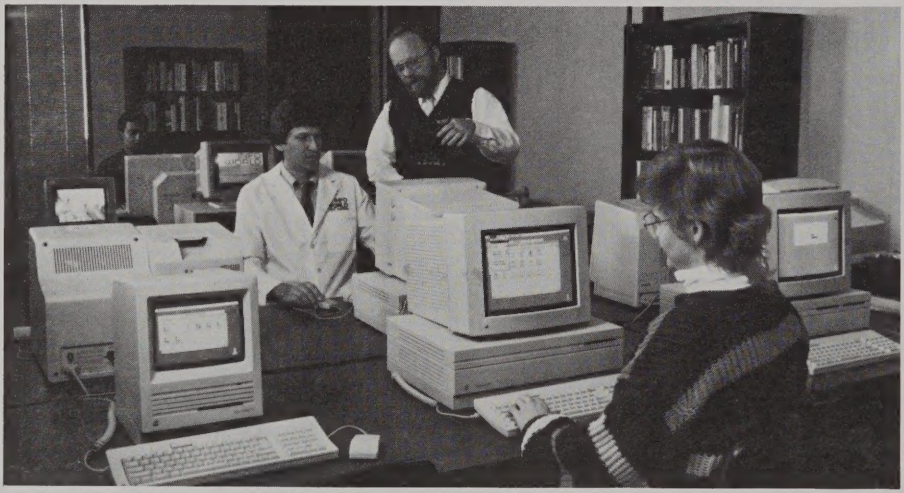
"We provide meaningful data in whatever amount is required to help our readers make intelligent buying decisions," said Jeff Angus, director of the test center. "This is in contrast to traditional labs that focus more on maximizing the numbers of tests rather than on qualitative measures like how a product will perform in the workplace."

The test center surveys readers to determine what features are most valuable to them and how valuable these features are, and bases a scoring system upon the results. *InfoWorld* editor Jonathan Sacks called this approach "intelligent customization." No other computer publication bases its product reviews upon what its readers say they want and need.

"This kind of product evaluation is a step forward for the entire industry because it gets away from the notion that a product's usefulness depends on how fast it is or how big it is. As volume users know, it depends instead on how the product is designed — if it has functions people want," Sacks said. ❑



Test center personnel, including technicians Alex Khaloghli, Greg Bell, Lauren Black and, standing, chief technical editor Martin Marshall.

EUROPEAN MANAGERS MEET...

Cntinued from page 1

gained significant market share in 1987 and clearly emerged as the largest European computer related publisher!"

Much of the meeting, hosted by vice president/Central Europe Eckhard Utpadel, focused on an exchange of information in operations and marketplace conditions. Bill Murphy, IDG executive vice president, led special sessions on financial management techniques. Paid circulation, telemarketing and sales promotion were reviewed under the guidance of Utpadel and Lee Vidmer, executive vice president. The managers were also briefed on expansion of the IDG News Service and development of the InfoWorld product test center in Menlo Park, California. ❑

PRESS GROUP NAMES TWO IDG BOOKS FOR ANNUAL AWARDS

LOS ANGELES — Two IDG publications, *Computerworld* and *MacWorld* have been nominated for annual awards given by the Computer Press Association. The awards are given for outstanding achievement in journalism covering the data processing industry.

Computerworld, based in Framingham, Massachusetts, was named in two catagories: best computer newspaper and best news story. *MacWorld*, based in San Francisco, was nominated for best computer magazine.

Both publications have won several similar awards from professional groups in the past. *MacWorld* has been tapped as best computer technology magazine by the Western Publishers Association for the last two years.

Last spring's news story in *Computerworld*, by senior writers David Ludlum and Alan Ryan traced the decline of the National Computer Conference trade show over the past several years. The show was canceled by its organizers last year in a move widely attributed to the story's impact on potential exhibitors.

MacWorld has gained much attention from the business computing community over the last year for its coverage of ways to connect the Macintosh to other systems.

The winners will be announced at the association's annual awards luncheon in New York City next week. ❑

SPRING FORTH

Publications (many of them) gear up for the year first Comdex

With just a month left until Comdex Spring, the business units of IDG are planning a variety of activities to increase their visibility, enhance their market position and make new customers at the Atlanta event, the first large computer trade show of the year.

InfoWorld plans a breakfast forum on industry issues. So does *Amiga World*. *Computerworld* will for three days host an all-day hospitality suite in the convention hall, dubbed "The Computerworld Cafe." It will also bestow its second annual microcomputing awards. And almost everyone plans to participate in the IDG corporate booth on the showroom floor.

> *"The standalone system is going the way of the dinosaur."*

But they'll be angling for different fish this year. Comdex has traditionally been a show for retailers and other resellers, with a strong emphasis on smaller systems for smaller customers. This year, however, many IDG people will look to do business with corporate customers who, some say, have been attending the show in increasing numbers.

"Marketers need to reach the multiple unit buyer these days," said Kaye Sharborough, marketing director for *InfoWorld*. "To do so, they need to make a different sort of argument, through different channels. Since *InfoWorld* positions itself as the publication for the influential buyer, we're able to help them address these buyers' concerns."

> *"Marketers need to reach the multiple unit buyer these days."*

To attract these buyers — and the companies that hope to sell to them — *InfoWorld* will sponsor a breakfast forum for more than 300 attendees. Will Zachmann, vice president for corporate research at IDC, will speak on "Future Directions of the PC Industry." His talk, Sharborough said, will touch on topics of interest to corporate users and other volume buyers, such as semiconductor development, IBM's Microchannel architecture, and the OS/2 operating environment.

Another IDG publication, *Network World*, also counts on a presence in Atlanta to solidify its identity as the publication for people who need to link small systems into one big system. "The standalone system is going the way of the dinosaur," according to Paul McPherson, director of advertising sales. "We don't necessarily want to reach the largest group of Comdex attendees, but we certainly need to reach the people who'll be exhibiting at the show."

Key Comdex attendees, he said, tend to be less interested in the capabilities of any particular piece of hardware or software — especially new products — and more interested in ways to glean greater productivity out of existing systems.

Computerworld also views Comdex as a way to reinforce its message that connectivity and compatibility matter most to volume users and buyers. "Because our pitch is grounded in reality rather than hype, it's necessarily more complex to develop," according to Audrey Shohan, marketing services director. "A quiet, relaxed setting like the *Computerworld* Cafe permits our salespeople to discuss the issues with our clients in as much depth as they deserve."

> *Comdex attendees to be interested in greater productivity of existing systems.*

The publication's second annual microcomputing awards, to be presented at a lunch event by editor Bill Laberis, will honor the year's most popular new micro products in various catagories. "The selection of products will confirm that *Computerworld* is, in fact, read for micro news, and that MIS people are doing it," said Val

Continued on page 4

Comdex...

Continued from page 3

Landi, associate publisher. More than 35 percent of *Computerworld* advertising is bought by vendors of micro products, Shohan said.

Some IDG people, given the nature of their customers, don't especially want to reach corporate MIS types; they're happy with the traditional Comdex audience of single-unit retailers. "It's a major show for us," said Wendy Haynes, *AmigaWorld* marketing manager. "It's the first show that Commodore Corp. [the maker of the Amiga microcomputer] has been at this year; we plan to distribute the publication at IDG and at their booth."

AmigaWorld also plans a breakfast forum on the second day of the show, where major vendors in the Amiga market will speak on various issues such as new directions of the technology, the development of distribution channels, and licensing agreements.

International Marketing Services also relies heavily on Comdex as a way to maintain contact with its customers — in this case, advertisers who want to buy space in IDG's publications outside of the United States. "We generally aren't big on shows," said Frank Cutitta, IMS director. "But Comdex is an attractive environment for us because so many of the industry's important advertisers are there."

But several IDG publications based on the West Coast plan no special events for Comdex Spring. "We plan a fairly low-key presence," said Sheila Milligan, marketing assistant for PCWCI, San Francisco, including *Macintosh Today, MacWorld, Publish!* and *PC World*. "To us, it is a regional show." ❑

Expo group honored For *MacWorld* campaign

BOSTON — The World Expo Marketing Services Group, based in Framingham, MA, won a merit award for its direct mail traffic-building campaign to attract attendees to MacWorld Expo/Boston 1987 from the New England Direct Marketing Association.

Featuring a "yellow cab" theme with the headline "Head for MacWorld Expo/Boston, Bayside Exposition Center, August 11-13, and step on it," the direct response ads, brochures and radio spots were designed to appeal to a broad audience of Macintosh enthusiasts, including both business users and home users.

Yonna Yager, World Expo marketing services director, spearheaded the campaign for client Mitch Hall Associates, producers of the show. Martha Watjen, also of IDG, acted as production coordinator for the project.

Print ads in *Macworld, Publish!, InfoWorld* and other business publications sought to encourage pre registration, along with newspaper ads in the *Boston Globe* and spots on Boston radio stations just before the show dates to promote local attendance. Direct mail lists used in the campaign included IDG publication subscribers, mail order buyers and user groups. ❑

Strong Start For IDG Communications, Early Results Show

FRAMINGHAM, MA — The publications of IDG Communications Inc. are off to a strong start for the year, according to Axel Leblois, IDG/CI president.

Profits for January outpace projections, helping the unit achieve a first quarter significantly ahead of the year's plan and end of last years results. According to industry tracking service Adscope, the fastest rate of growth in the U.S. computer publishing market.

Leblois attributed the favorable numbers to four factors: *Computerworld's* success in recruitment advertising with its regional editions, last year's investment in new products such as, *Federal Computer Week* which won a 60 percent market share in February, *InfoWorld's* growth in ad revenues, and the international division's 69 percent growth in profits over last year.

"However", Leblois said, "Three-quarters of our profits are generated in September, October, and November due to the seasonality of ad sales. This means that, based on a good start, we must maintain strict budget discipline and aggressive marketing efforts". ❑

IDC Conclave On International Marketing

SAN FRANCISCO — Computer marketing executives from around the world will convene for IDC's Worldwide Marketing Opportunities conference to be held here April 19 - 20.

The participants, including all IDC managers, will attend sessions on topics of interest to anyone who would sell infomation equipment and services across national lines, including world trade, economic policy, regional distribution and the localization of products, according to Tom Swithenbank, new IDC president.

PCWCI

PCWCI To Enter Software Business

SAN FRANCISCO—PCW Communications Inc., the publisher of four IDG publications, entered the videotape marketplace with its first video training guide for popular microcomputer software programs.

Quick Results! With Q&A, was designed to give users of Symantec Corporation's Q&A a complete and accessible way to learn how to use the integrated file manager and word processor effectively, according to Harry Miller, PCWCI corporate editor and head of the video product line.

"These video guides provide a painless way to get familiar with software products," said Miller. "They help the viewer to understand more quickly how to use programs to accomplish every-day work tasks. The guides offer a shortcut to understanding the software's overall work style and process. With that knowledge, the viewer can make the software become a more productive tool."

Quick Results! With Q&A will be sold in computer retail stores and bookstores selling computer-related products for a suggested $29.95. PCW plans to release a *Quick Results!* video for another micro program, MicroSoft Works, over the next three months.

PCWCI is the publisher of *Macintosh Today, PC World, Publish!* and *MacWorld.* ❑

People

Rex Bowman has joined *Network World* as a correspondent in the publication's West Coast Bureau, San Francisco. Bowman was a reporter for suburban newspapers in Maryland, including the *Easton Star-Democrat*, a daily, and the Laurel Leader, a weekly. Before entering journalism, he worked as a Russian cryptologic linguist with the U.S. Air Force.

❑ ❑ ❑

Sanford L. Fibish has become associate publisher of *CD-ROM Review: The Magazine of Optical Publishing*. He comes to his new post from another IDGCP book, *InCider*, where he was western sales manager. A computer publishing veteran, he has been vice president of marketing and sales for Graphic Channels, western sales manager for *Computer Graphics World*, and district manager for *Electronic Imaging*.

❑ ❑ ❑

Eve Lieberman is the new administrative assistant for the MIS department at IDG corporate headquarters in Framingham. A 1987 graduate of Bentley College with a B.S. degree in business communications, Lieberman most recently worked as assistant manager for the Bella Costa restaurant in Framingham.

❑ ❑ ❑

Noreen St. Pierre has been named national advertising director for Macintosh Today, San Francisco. She comes to IDG from *MacUser* magazine, where she was western advertising director, and *PC Magazine* , where she was national accounts manager. Her new post marks St. Pierre's return to IDG. Several years ago, she helped launch *PC World* as one of the magazine's first senior account managers.

❑ ❑ ❑

Louise Stanley has been appointed associate publisher of *Macintosh Today*. In this post, she will direct the magazine's marketing programs. A newcomer to the publishing industry, she has held several positions with computer companies such as Apple Computer, T/Maker and, most recently, with Borland International, where she was director of marketing and sales for the Macintosh line of software products.

❑ ❑ ❑

Thomas E. Swithenbank has been named president and chief operating officer of International Data Corp., Framingham, the market research and analysis arm of IDG. He has been with IDC since 1987, when he joined as the company as senior vice president of operations. He assumes his post from J. Carl Masi, who left the company last month.

Swithenbank was president of Concord Computing Corp., a provider of data processing products and services, before coming to IDC. He had also served in the senior management of Atex, a vendor of dedicated text processing systems, and Stewart Systems, a computer systems company for the printing industry. ❑

Nuts & Bolts

Attention all IDG employees in the United States: the company's volume purchase agreement with NYNEX Business. Centers has been extended for another year. As a result, all purchases of computer hardware, software and services through the computer retail chain will receive a 29 percent discount. This discount applies to personal as well as corporate purchases.

To use NYNEX's toll-free support line, call 1-800-992-7877; the IDG access code is 0857VZ. For further information of programs available through NYNEX Business Centers, call our corporate sales contact, Noreen Powell, at (617) 651-7630.

* * *

IDG WORLD UPDATE

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The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.F/SUNDWALL.

The Washington D.C. editorial office of IDG Communications has moved to a new address in the National Press Building. To reach either Karyl Scott of *Network World* or Mitch Betts of *Computerworld*, write:

IDG Communications
650 National Press Building
529-15th St. NW
Washington, D.C. 20045

The telephone and Fax numbers remain the same.

* * *

Peter Moore is no longer editor of *IDG World Update*. Until further notice, the publication will be handled by Donald Frazier of the Corporate Communications department. Please call him at 617-875-5000, ext. 417 or write e-mail box IDG.UPDATE with news of noteworthy business activities or internal operations.

Job postings and classified ads for the Human Resources News insert should continue to go to Debbie Thistle, (617) 875-5000, ext. 416.

* * *

Happy Anniversary

Fifteen Years
Judy Kramer - IDC

Thirteen Years
Yuji Ogino - IDC Japan

Seven Years
Helga de Gregori - CW/Germany

Six Years
Cheryl Aleithe - CMG

Five Years
Mary Lewis - IFW
Laura Berland - LINK
Carlos Sosa - CW/Argentina
Wolfgang Merkert - CW/Germany

Four Years
David Sanders - CW
Ed Ackly - IDC
Jeff Glines - PCWCI
Steve Rees - IFW
Anita Laule - CW/Germany
Gerry Daly - CW/London
Ron London - CW/London
Jane Ure - CW/London

Three Years
Stan Kolodziej - CW
Jorde da Silva - CW/Brazil

Two Years
Joanne Hoffman - PCWCI
Bill Berghauer - IDG
Simone Fiedler - CW/Germany
Marie-Laure Dupuy - CW/France
Philippe Marel - CW/France
Maria Lee - IDC Asia
Alicia y de la Mata - IDC Spain
Eronilda da Silva - CW/Brazil
Gilson Oliveira - CW/Brazil

One Year
Ian Warhaftig - IDG/C
William Freais - PCWCI
Stephen Satchell - IFW
Nancy Sterling - IFW
Ellen Otis - IDG/P
Linda Sweeney - IDG/P
Gabriele Neuner - CW/Germany
Karin van Baar - CW/Netherlands
Guenter Broeking - IDC Germany
Karina Demuth - CW/London
Paulo Villela - CW/Brazil

IDG
WORLD
UPDATE
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APRIL 13, 1988

CAPITOL SUCCESS

New publication wins half of hard-fought marketplace

WASHINGTON, D.C. — After less than a year of operation, IDGCI's *Federal Computer Week* has captured nearly half of the market for government-related computer advertising from its only competitor.

Pages of display advertising in the newspaper over the first quarter of 1988 totalled 213.43, according to its publisher, Steve Woit. This figure, he said, compares favorably with the 221.7 pages posted by its rival, the six-year-old *Government Computer News* published by Ziff-Davis Publishing Co.

February in particular was a record month for *Federal Computer Week*, a five issue month with 98 pages of ads and inserts compared with only 61 for its competitor. For the part of 1987 when the two went head-to-head, the IDGCI publication racked up 36 percent of the market compared with 64 percent for the Ziff entry.

Woit attributed the successful first year mainly to two factors: the relative advantage of a

Continued on page 2

GERMANY

FAIR GAME

Data processing pros flock to Hannover Fair jobs event

HANNOVER, WEST GERMANY — More than 10,000 computer professionals ranging from programmers to management information directors took part in the job fair held by IDG's *Computerwoche* at CeBIT '88, the world's largest trade show for the information industry.

The 20 companies who rented space at the *Computerwoche* Karriere Zentrum (Career Center) reportedly hired more than 200 of the people they met at the event, with many more offers expected over coming months. They included some of the most important firms in the German business community.

"We get in on the ground floor of people's careers if they're hired through our career center, and they become loyal readers as they

Continued on page 3

Major companies such as DEC interviewed hundreds of computer professionals at Computerwoche's *CeBIT job fair.*

SWITZERLAND

VERTICAL FOCUS

New Swiss publication aims for more, different readers

ZURICH - *Computerworld Schweiz*, one of the more successful IDG startups in the last few years, recently celebrated its 100th issue with the launch of a new regular insert, *Computerworld Focus*.

This magazine-sized supplement aims to attract new readers to IDG's Swiss publication. It will begin appearing in September with an issue focusing on small business computer systems. Following issues will target software in the Swiss market and electronic publishing.

> *Planned for 16 pages and 10,000 copies, The first* Computerworld Schweiz *actually had 44 pages and 20,000 copies.*

The new vertical application supplement is essential if CW Switzerland is to continue its circulation growth, according to its publisher, Gebhard Osterwalder. "Those who must read *Computerworld Schweiz* already do. We have 5,500 subscribers now, but my goal is to have 10,000. So we need this added attraction."

Computerworld Schweiz published its first issue in September 1985 and began regular weekly publication in November of that year. From that first day, the publication was successful; planned for 16 pages and 10,000 copies, it actually had 44 pages and 20,000 copies.

The demand for *Computerworld Schweiz* has consistently exceeded expectations, Osterwalder said. For example, the book stopped publication for four issues in July 1986 in the belief that during the summer holiday season there would be little demand for news or advertising space. Instead, readers and advertisers called to demand more issues. The staff published all summer in 1987.

Computerworld Schweiz, according to a recent survey by the Swiss Office Equipment and Computer Association, had a 61 percent reader penetration among Swiss DP professionals. Its nearest competitor had 44 percent. The publication made a modest profit in its first year of operation and has made money ever since.

"I think *Computerworld Schweiz* has been the most successful new publication in Switzerland in the last 10 years." Osterwalder said. He expects this year to achieve revenues anticipated in the original plan for 1990.

New projects are in the works. The first issue of *Computer Academia* will appear in September. This supplement, intended to attract new recruitment advertising, will be directed to Swiss university students. More than 10,000 copies containing subscription cards will be distributed at Swiss universities. ❑

FEDWEEK...

Continued from page 1

newspaper with timely information on news and products affecting government computer decision-makers; and his pub-lication's focus entirely upon the federal marketplace.

"Readers prefer a news-oriented publication because they need its greater credibility, as well as up-to-date intelligence on the regulatory environment that's so important to their acquisition plans," Woit said. *Government Computer News* appears biweekly, with a news leadtime of as much as 10 days.

An exclusively-federal readership benefits advertisers in *Federal Computer Week*, the publisher said. It gives them a well-defined base of readers in a single marketplace with many unique characteristics. Recognizing this, many vendor companies such as IBM and Apple have entirely separate marketing campaigns for the federal government.

On the other hand, state and local government users have little in common with federal readers, Woit said, adding that about 13 percent of *Government Computer News* goes to such readers. "For advertisers, that's wasted circulation."

Many had figured federal computer users as a one-publication vertical market before the advent of *Federal Computer Week*. *Government Computer News* had enjoyed an almost 100 percent dominance in that market. Over that last year, the total marketplace has grown about 80 percent as vendors seek these users' business. ❑

IDG

Human Resources News

April 13, 1988

Job Opportunities

Revised: April 13, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Credit Manager	Framingham, MA	B. Fischer	(617) 879-0700
IDGCI	Admin Assist/Exec Secretary	Framingham, MA	D. Thistle	(617) 875-5000
IDGCI	List Telemarketer	Framingham, MA	D. Goldstein	(617) 879-0700
IDGCI	Part time Research Assistant	Framingham, MA	M. McAuley	(617) 879-0700
IDGCI	Financial Analyst	Framingham, MA	S. Perry	(617) 879-0700
IDGCI	Advertising Coordinator	Palo Alto, CA	L. Barner	(415) 424-8844
IDC	QuikSurv Telephone Interviewers	Framingham, MA	D. Kennedy	(617) 872-8200
IDC	Human Resource Manager	Framingham, MA	T. Swithenbank	(617) 872-8200
IDC	Quiksurv Mkt Research Associate	Framingham, MA	E. Kennedy	(617) 872-8200
IDC	Market Research Analyst	Framingham, MA	K. McPherson	(617) 872-8200
IDC	Sales Representative	Framingham, MA	M. Hovagimian	(617) 872-8200
IDC	Copy Editor	Framingham, MA	C. Sparrow	(617) 872-8200
IDC	Account Executives (2)	Framingham, MA	S. Perry	(617) 875-5000
IDC	P/T Data Entry & Word Processing	Framingham, MA	E. Kennedy	(617) 872-8200
IDC	DBASE III/SPSS PC Consultant	Framingham, MA	J. Bennett	(617) 872-8200
IDC	Market Research Associates (2)	Framingham, MA	J. Capolino	(617) 872-8200
IDC	Research Analyst	Framingham, MA	R. Segal	(617) 872-8200
IDC	Data Collection Supervisor	Framingham, MA	J. Bennett	(617) 872-8200
CWPI	Customer Service Representative	*Computerworld,* Framingham, MA	C. Delany	(617) 879-0700
CWPI	Design Editor	*Computerworld,* Framingham, MA	B. Laberis	(617) 879-0700
CWPI	Director of Circulation/Promotion	*Computerworld,* Framingham, MA	J. Edmonston	(617) 879-0700
CWPI	Assistant Researcher	*Computerworld,* Framingham, MA	G. Harrar	(617) 879-0700
CWPI	Copy Editor	*Computerworld,* Framingham, MA	P. Erickson	(617) 879-0700
NWW	Data Communications Reporter	*Network World,* Framingham, MA	B. Hoard	(617) 879-0700
NWW	Assistant Features Editor	*Network World,* Framingham, MA	S. Moore	(617) 879-0700
IDG/CI	Advertising Sales Representative	*InCider,* Palo Alto, CW	P. Boule	(603) 924-9471
IDG/CI	Marketing Manager	*InCider,* Peterborough, NH	P. Boule	(603) 924-9471
IDG/CI	Editor-in-Chief	*PC Resources,* Peterborough, NH	S. Vito	(603) 924-9471
IDC/CI	Customer Service	Peterborough, NH	P. Finch	(603) 924-9471
IDG/CI	Associate Editor	*PC Resources,* Peterborough, NH	C. Donaldson	(603) 924-9471
IDG/CI	Production Editor	*PC Resources,* Peterborough, NH	K. Pope	(603) 924-9471
PCW	Administrative Assistant	*PC World,* San Francisco, CA	M. Reyes	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	J. Lagas	(415) 546-7722
PCW	Director of Finance	*PC World,* San Francisco, CA	C. Spence	(415) 5467722
PCW	Account Manager	*Macworld,* Natick, MA	B. Thompson	(617) 879-0700
PCW	Account Manager	*Macworld,* Paramus, NJ	P. Navone	(201) 967-1350
PCW	Administrative Assistant	*Macworld,* San Francisco, CA	P. Rigby	(415) 546-7722
PCW	Trade Show Specialist	*Macworld,* San Francisco, CA	S. Vargas	(415) 546-7722
PCW	Administrative Assistant	*Mac Today,* Chicago, IL	L. Heimbucher	(312) 827-4477
PCW	Reporter	*Mac Today,* San Francisco, CA	M. Canon	(415) 546-7722
PCW	Design Associate	*Macworld,* San Francisco, CA	C. Burg	(415) 546-7722
PCW	Administrative Assistant	*Macworld,* San Francisco, CA	J. Lagas	(415) 546-7722
PCW	Assistant Editor	*Macworld,* San Francisco, CA	C. Barret	(415) 546-7722
PCW	Copy Editor	*Macworld,* San Francisco, CA	J. Ericksen	(415) 546-7722
PCW	Editorial Assistant	*Macworld,* San Francisco, CA	G. Davis	(415) 546-7722

Job Opportunities

(Continued)

Division	Title	*Publication* / Location	Contact Manager	Phone #
PCW	Senior Copy Editor	*Macworld,* San Francisco, CA	C. Barret	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	R. Ames	(415) 546-7722
PCW	Account Manater	*PC World,* San Francisco, CA	S. Van Leuvan	(415) 546-7722
PCW	Account Manager	*PC World,* Los Angeles	V. Ritondale	(213) 312-8008
PCW	Administrative Assistant	*PC World,* Los Angeles	V. Ritondale	(213) 312-8008
PCW	Administrative Assistant	*PC World,* San Francisco, CA	S. Van Leuvan	(415) 546-7722
PCW	Associate Art Director	*PC World,* San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Designer	*PC World,* San Francisco, CA	S. Johnston	(415) 546-7722
PCW	(2) Senior Design Associates	*PC World,* San Francisco, CA	D. McLeod	(415) 546-7722
PCW	Assistant Editor	*PC World,* San Francisco, CA	G. Vanlue	(415) 546-7722
PCW	(2) Associate Editors	*Publish!,* San Francisco, CA	J. Felici	(415) 546-7722
PCW	Single Copy Sales Representative	San Francisco, CA	G. Clark	(415) 546-7722
PCW	Senior Technician	San Francisco, CA	W. Clegg	(415) 546-7722
IFW	Boston Bureau Chief	*Framingham,* MA	M. Mason	(415) 328-4602
FCW	Reporter	*Fed. Comp. Week,* Falls Church, VA	E. Holmes	(703) 876-5100
DNP	Editorial Assistant	*Digital News,* Boston, MA	C. Sandler	(617) 482-8470
DNP	Staff Writer	*Digital News,* Boston, MA	D. Kennedy	(617) 482-8470
DNP	Assistant Managing Editor	*Digital News,* Boston, MA	D. Grober	(617) 482-8470
DNP	Group Circulation Manager	*Digital News,* Boston, MA	A. Rude	(617) 482-8470

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG / IDGCI / IDC/WEC	Susan Perry / Debbie Thistle	(617) 875-5000
CW / NWW	Carolyn Favilla	(617) 879-0700
CW/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

Classifieds

FOR SALE — 1985 Jeep CJ7 Renegade, a little over 20,000 miles, well maintained, hard top and soft top, one owner, bought Fall of '85, excellent condition. $8,700. Call Sharon, 482-8470.

FOR SALE — 1979 Mercedes Benz 240D, 56K original miles, central locks, air conditioning, new rubber, burgundy with beige interior, all maintenance records available, excellent condition, $12,000. Call Amy at CW x565 or evenings, 626-4256.

FOR RENT — Spacious 3-bedroom, 1 1/2 bath, townhouse for rent in Bellingham. Living and dining room, eat-in kitchen, slider to deck, full basement with washer/dryer hook-up and large yard. $800/month. Call Karen Mandell, x465 or 655-5364 after 5 p.m.

CAPE COD RENTAL — Two-bedroom cottage with loft, living room, kitchen, bath, and screened in porch for rent in Dennisport, MA. WalK to beach. $450/week. Call evenings (617) 877-3272.

CAPE COD RENTAL — Three-bedroom house in Dennisport, accommodates 8. Living room, dining room, Kitchen, porch, TV and telephone. Short 5-minute walk to the beach. Pre-season rates. Available partial week June 20-25 for $375. Available week of June 25-July 2 for $500. Call Karen Mandell, x465 or 655-5364 after 5 p.m.

ROOMMATE WANTED — Female seeks same to share furnished 2-bedroom apartment in a two-family house in West Roxbury. Nice area, 25 minutes from Framingham. No pets. $450 plus half utilities. Call 879-0700, x678

POWER LUNCH

New book learns from its readers in the field

CHICAGO — Wondering how chief information officers feel about their new magazine, the management at *CIO* did the most direct thing while here for the World Congress on Computing show early this month — they asked them to lunch to talk about it.

"It was a chance to do an in-person readership study," said Marcia Blumenthal, editor of the eight-month-old publication. "Some of the most insightful CIOs in the business happen to work in Chicago. It was a very attractive opportunity to engage in some high-value qualitative market research on how we're doing."

Attending the informal lunch session were CIOs from Sears Roebuck, Florsheim, Quaker Oats and several other companies. Blumenthal led discussion, aided by Joe Levy, publisher, and Lew McCreary, managing editor.

The *CIO* readers, Blumenthal said, praised the magazine's concept and its manner of handling information management issues. In particular, she said, they like *CIO*'s editorial practice of treating technical stories as business applications instead of stories about products.

"We do it that way to make stories accessible to many different levels of readers, spanning the gamut from the CIO with a background in management instead of computers, to the traditional MIS manager. It apparently works; everybody said they get something of value out of *CIO*."

The editors plan to incorporate their suggestions and comments into the magazine. Based in Framingham, Massachusetts, *CIO* is a monthly magazine for information executives on computer technology management in corporations.

❑ ❑ ❑

MAC NEWSPAPER TO GO WEEKLY

SAN FRANCISCO — Plans are underway for *Macintosh Today*, PCWCI's newspaper for business users of the popular Apple micro, to go weekly at Comdex Spring next month — less than a year after it debuted last August.

"The market for volume users of the Macintosh in business has now become firmly established," according to Louise Stanley, associate publisher. "These readers need news on a timely basis; we're going to give it to them in the most credible publication in the marketplace."

Macintosh Today's chief competitor, Ziff-Davis's *MacWeek*, has been weekly since its inception last May. "We believe that there wasn't a large enough base of qualified business users to justify a weekly book until now," Stanley said, describing the Macintosh market's emergence from enthusiasts and hobbyists to large-volume users in corporations and other productivity-minded settings over the last year.

To handle the demands of weekly publication, the newspaper is staffing up in several key areas, she said. In particular, it is hiring new sales staffers. "Companies are dramatically increasing their advertising budgets," she said. "We must be in a position to accommodate them."

The first issue of the weekly *Macintosh Today* will be distributed at Comdex Spring in Atlanta in early May. It will contain a number of "exciting" unspecified changes in format and editorial focus, Stanley said. ❑

JOB FAIR...

Continued from page 1

advance through the ranks," according to Eckhard Utpadel, vice president/Central Europe for IDGCI. "It's one of the many ways *Computerwoche* is tightly knit with the German computer community."

The job fair also included several public sessions where high-ranking public officials and businesspeople discussed important career issues for German computer professionals, such as changing job requirements and the impact of new technologies. West Germany's Jürgen Möllemann, national minister of education and science, chaired the sessions.

Firms participating in the event included both computer companies such as Digital Equipment, IBM, Computer Associates and Lufthansa, and large users of computer equipment such as Ford, AEG, Daimler Benz and Dresdner Bank.

Many of them have taken part in *Computerwoche*'s career center several times, and regard it as an effective way to find the right people. "It also helps us sell advertising to large accounts, since it enhances our credibility as the publication that best understands what MIS people need," Utpadel said.

Karriere Zentrum has taken place twice at CeBIT, commonly called the Hannover Fair. *Computerwoche* conducts it at supra-regional shows, such as Systec in Munich and Secob in Paris. ❑

People

Theresa LeBlanc has become director of marketing and sales for the newly-formed IDC Financial Services Corp., a wholly-owned subsidiary of IDC based in Framingham, Massachusetts. She had been director of marketing for the company. A 12-year veteran of IDG, she has been active both in sales and international operations for IDC since joining the company in 1976 as a librarian.

❑ ❑ ❑

William Creonte was named display advertising coordinator for the eastern region of *Computerworld*, Framingham. He had been facilities coordinator for the newspaper's headquarters, in which capacity he managed much of the building's office systems during its recent renovation. He had served as an Atex systems operator for the newspaper since joining IDG in 1985.

❑ ❑ ❑

Matt Smith, a five-year veteran of IDG, has been promoted to a new post, vice president of operations for CW Publishing, Framingham. He had been director of operations for the company, responsible for budgetary planning and analysis, and the company's production systems. He joined the company in 1983 when IDG acquired Wayne Green Inc. and worked in a variety of capacities for IDG/Peterborough.

❑ ❑ ❑

Mark Sullivan has been promoted to the new position of business manager at *Computerworld*, Framingham. A former financial analyst for IDGCI, also in Framingham, he came to the company two years ago from General Electric, where he held similar positions in the company's offices in Mansfield, Massachusetts and in Detroit.

Happy Anniversary

SEVEN YEARS
Barbara Hill - CW
Ushi Pusch - CW/Germany

FIVE YEARS
Penelope Rigby - PCWCI
Georgios Thomaidis - CW/Germany

FOUR YEARS
Karen Wallace - CW
Alisson Walsh - PCWCI
Walter Ott - CW/Germany
Richard Ward - CW/London
Leonie Laugton - CW/London
Graham Lake - CW/London

THREE YEARS
Richard Mikita - IDC
Vivian Mattila - IDG/P
Jose Miguel Perez - CW/Venezuela
Susi Schnewlin - IDC Switzerland
Sonia de Abreu - CW/Brazil
Gebhard Osterwalder - CW/Switzerland

TWO YEARS
Steven Ulfelder - CW
Patricia Harrington - PCWCI
Dean Tiliakos - PCWCI
Hope Winslow - PCWCI
Michael Nadeau - IDG/P
Isabelle Merlet - CW/France
Hiromitsu Hatakeyama - IDC Japan
Rosana Vianna - CW/Brazil

ONE YEAR
Suzanne Young - PCWCI
David Andrews - IDG/P
Guillermo Wilson - CW/Argentina
Helmut Achatz - CW/Germany
Mualla Sari - CW/Germany
Peter Gronman - CW/Netherlands
Christoph Thomas - IDC Germany
Serge Monmerque - CW/France
Anne Allen - CW/London
Maria Varjao - CW/Brazil

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WORLD
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IDG WORLD UPDATE

VOLUME 18, NUMBER 15 APRIL 20, 1988

CW ITALY PROFITABLE AFTER FIRST YEAR

MILAN — One of IDG's newer operations, *Computerworld Italia*, broke with the yearly plan by turning in a significant profit (of $200,000) for 1987 instead of the $35,000 loss its managers predicted. These results, based on a doubling of revenues since 1986, marked the newspaper's first complete year as an independent IDG publication.

Most start-ups expect to lose money during their first year in business. "It's unusual to be sure, but there was much untapped and even unrecognized potential in the Italian market place," according to Jean-Louis Redon, the book'sgeneral manager and IDG's regional manager for southern Europe. "It's the fourth largest market in Europe, and yet not recognized as such until recently."

He attributed the publication's encouraging first year to three factors: rapid growth in the Italian microcomputer market, an editorial focus on productivity issues instead of products, and strong support from IDG/CI management.

The personal computer mar-

Continued on page 5

COMPUTERWORLD

PRESS SCORE

Press group honors Computerworld, and its reporters

NEW YORK — After a drought of more than eight years on the journalism awards circuit, *Computerworld* won at last week's hotly-contested Computer Press Association awards, and won big.

The IDG/CI publication was named best computer newspaper at the well-attended event, beating books from every major IDG competitor. It also rated top honors in news reporting, winning second place for senior writers David Ludlum and Alan Ryan.

Continued on page 2

David Ludlum and Alan Ryan.

CW WINS BIG...

Continued from page 1

"This is a tribute to our staff's dedication and hard work," *Computerworld* editor Bill Laberis said. "Not just for excellence in reporting and writing the news, but perhaps more importantly, for learning about our readers and what kind of information is most valuable for them."

Computerworld was cited as 1987's top computer publication for its achievements in several areas, such as fast-breaking news coverage, insightful features, and sharp, clear graphic design, according to Bob Adam of the CPA, speaking for the panel of judges.

> *"This is a tribute to our staff's dedication and hard work"*

Reporters Ludlum and Ryan won for their reporting last spring on the demise of the once-important NCC trade show, in a story attributed by some for the show's eventual cancellation.

Accepting the award for *Computerworld*, Ludlum credited Laberis and executive editor Paul Gillin for "creating the professional conditions that allow all of us to do our best work." In particular, he and Ryan praised Peter Bartolik, news editor, for conceiving the award-winning story and giving them the time and resources to report it properly.

The award recognizes consistent improvement of the *Computerworld* editorial product over the last 18 months, according to Pat McGovern, IDG Chairman. "MIS people are thinkers, and we give them industry reporting with a high quotient of thought content," he said. Recognizing the achievement, he sent champagne to the staff.

The publication's editorial product has undergone a number of changes over the last two years as Laberis and Gillin took their posts. They created several ongoing programs to help the staff learn more about its readers, such as an intensified effort to visit user sites, and oversaw a sweeping redesign of the newspaper, performed by well-known Boston graphic designer Ron Campisi.

Computerworld has won a number of prestigious editorial awards in the past such as the Neal award for excellence in business journalism, but the last such honor came in 1980.

Runners-up for best computer newspaper included *Government Computer News*, Ziff-Davis Publishing; and *Computer + Software News*, Lebhar-Friedman Co. First place in news reporting went to Willie Schatz of *Datamation*, Cahners Publishing.

Another IDG publication, *MacWorld*, was named second runner-up in the competition for best computer magazine. The winners in that catagory were *PC Magazine* and, as first runner-up, *PC Tech Journal*, both published by Ziff-Davis. ❑

BOOK FOR TANDY MICRO OWNERS TO CLOSE DOORS

PETERBOROUGH, NH — One of the original magazines of IDG/Peterborough, *80 Micro*, has ceased publication effective with the June issue, according to the business unit's president, Mike Perlis.

"Perhaps the toughest thing to do in publishing is to recognize when a magazine has reached the end of its lifecycle," he said in a memo to all Peterborough staffers. But the evolution of its marketplace, he explained, made the business plan for *80 Micro* "far from achievable."

Vowing to make every effort to place its staffers with other IDG publications, Perlis said he expects most will find slots with other projects in Peterborough.

The decision to close *80 Micro* came at the end of what Perlis termed an "agonizing" appraisal of both its profitability and its prospects for improvement. "You don't pull the plug on a book you believe in just because it's going through a down cycle," he said. "Instead, you stay with it as long as you can, as we have with this one."

But in *80 Micro's* case, he said, all indicators for the future of its marketplace pointed downward.

Management moved to close it as soon as its demise became inevitable, he said, to avoid the "trauma" of a drawn-out decline. "We wanted to use our resources to plan for this, to make the best of a difficult situation."

Continued on page 4

NEWSSTAND GRAB

Marketers, despite conventional wisdom, translate survey results into ad sales

PETERBOROUGH, NH — Good news — high newsstand sales — brought a curious marketing dilemma to the people who sell *PC Resource*, IDG's year-old micro user's magazine: how do you prove to advertisers that newsstand buyers are also serious purchasers of the computer products they sell?

"To most media people, newsstand buyers are a faceless, transient group," according to Susan Stewart, marketing director. "You can't mail to them, phone them or bring them together in a focus group. It's extremely costly to grab them in the act of buying. There was no secondary research to turn to. I found no precedents."

The answer, she found, lay in a readership study bound into the magazine's February issue — and special handling for its results. With a surprisingly high response rate, the study gave *PC Resource* sales staffers the hard facts they needed showing that its readers are not hobbyists or browsers, but business users with money to spend.

Presented to advertisers in raw form, she said, this survey aims at a level of credibility not normally associated with such readership studies.

PC Resource has turned in strong newsstand sales from last summer, according to Frank Smith, IDG/P director of circulation. "The response — over 50,000 newsstand copies sold just months after the book's first appearance — told me *PC Resource* had something special going for it."

> *"To most media people, newsstand buyers can seem like a faceless, transident group."*

This fact fast became an integral part of the positioning of *PC Resource*, leading the staff to speculate about the demographics and buying power of the newsstand buyer. "But that's all it was — speculation," Stewart said. In order to position the magazine and sell advertising, the newsstand theories had to become documented fact, she said.

A survey asking 14 questions was bound into *PC Resource*. As an incentive to respond, the magazine offered a free micro system based on the hot new 80386 chip.

Response was strong — about four times more than expected. Out of newsstand sales of about 50,000 to 60,000 copies, the marketing department collected 10,000 surveys. Here, based on 7,000 copies, is what they found about *PC Resource* newsstand readers:

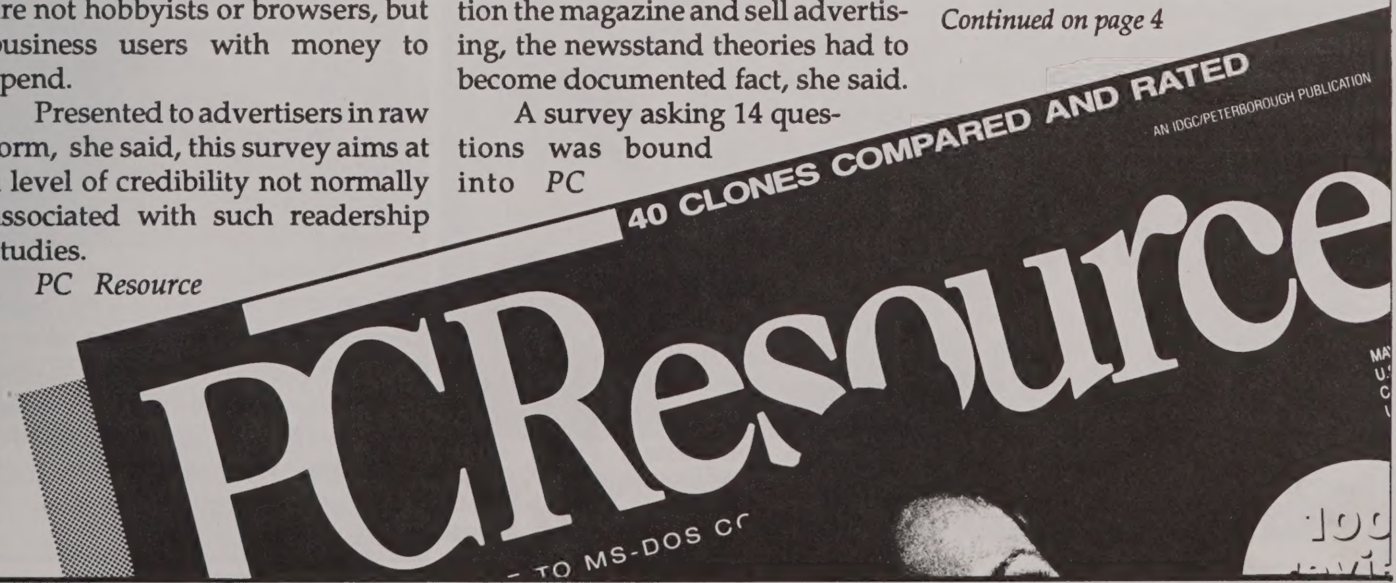
- Eighty-six percent are actively involved in the process of buying PCs and PC products.

- Two-out-of-three are involved in purchase for business purposes, averaging $40,000.

- Eighty-seven percent say they "rely" on *PC Resource* for help in selecting PC products.

- Eighty-seven percent find the *PC Resource* editorial content "just right" for their purposes.

Continued on page 4


40 CLONES COMPARED AND RATED
AN IDGC/PETERBOROUGH PUBLICATION
PCResource
TO MS-DOS C

MANAGERS PREFER *COMPUTERWORLD* OVER ANY OTHER BOOK

NEW YORK — The readers who count favor *Computerworld* over its competitors by an overwhelming margin, according to a recent *Wall Street Journal* readership study.

Among executives who decide which computer systems to purchase, 30 percent consider *Computerworld* the most important and useful data processing publication they read. This figure is six times higher than computer managers' magazine *Datamation*, mentioned by five percent of systems decision makers. *MIS Week*, the closest contender in the survey, rated 6.5 percent.

Compared to general business publications, *Computerworld* still led the pack. The Wall Street Journal was named by nearly 24 percent of managers as the most important business book they read, while *Business Week* came in at 9.2 percent and *Industry Week* at 7.8 percent.

"This survey proves that *Computerworld* has attained an uncontested level of credibility among business managers deciding on systems purchases," according to Fritz Landmann, the Framingham, Massachusetts-based newspaper's publisher.

The findings were a pleasant surprise many IDG managers, not because rated *Computerworld* well, but for the wide margins over competing publications for computer decision makers.

Among managers with titles in data processing, *Computerworld* scored even higher, with 37 percent, compared to *MIS Week's* 7.3 percent and *InformationWeek's* 6.7 percent. In this catagory, *Datamation* rated 4.7 percent.

And among senior managers, just under 34 percent named *Computerworld* as their computer publication of choice, compared with 6.9 percent for *MIS Week* and 4.2 percent for *Datamation*. This figure exceeds that of any general business publication, including the *Wall Street Journal* with 28.2 percent.

Computerworld managers, learning the results, began to explore new ways to exploit the publication's favorable position among business managers.

The survey included a cross section of all business managers involved with information processing decision making in companies of all sizes. ❑

80 *MICRO* CLOSES...

Continued from page 2

A publication for enthusiasts of microcomputers made by Tandy Corp., since it debuted in 1980, *80 Micro* enjoyed a lock on that market because the mass retailer's machines were incompatible with those made by other manufacturers. But Tandy's recent move toward industry standard MS-DOS computers, Perlis said, plunged *80 Micro* into the highly competitive PC marketplace. ❑

PC RESOURCE SELLOUT ON NEWSSTAND

Continued from page 3

- Eighty-six percent own a computer at home.

"None of this is out of line with what we expected," Stewart said. "But now we have proof."

To present this data to the advertising community, publisher Steve Vito relied on a straightforward manner to enhance the study's credibility. "Advertisers are tired of over interpretations or wild claims," he said.

When *PC Resource* salespeople meet a client, he said, they present reports of, basically, the raw data. They show samples of 1,000 original surveys, and encourage vendors to examine readers' comments for themselves — even the unfavorable ones. "We will even offer to hand-carry all 7,000 questionnaires to their offices, "Vito says," if that is what it takes to confirm our results and convince them the newsstand reader is buying PC products now."

Advertiser response has been positive since mid-March, when Stewart sent a mailgram announcing the availability of research, reported Beth Dudas, regional sales representative for southern California.

Heartened by the viability of this kind of research on newstand buyers, the *PC Resource* staff plans future surveys on its readers' buying habits: when they buy, what they need, and which brands they prefer.

"This kind of information can help us give our readers what they say they look for in *PC Resource* — practical advice," Stewart said. ❑

TRADE SHOW EVENT WINS READERS INTEREST FOR COMPUTER CURRENTS

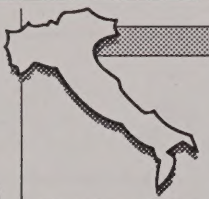
SANTA CLARA, CA — A unique trade show promotion gained a great deal of visibility for *Computer Currents*, IDG's regional publication for computer enthusiasts and business users in San Francisco, Los Angeles, Washington D.C. and Boston.

Dubbed "The Great Computer Quizathon," the event was a live competition of trivia about the U.S. computer industry. Attendees of the Power User Expo here matched wits on questions such as "What does BASIC stand for?" and "Why do we call software problems 'bugs'?"

"Wheel spinner" Robin Liptrot of Computer Currents.

A parody of the popular TV show, "Wheel of Fortune," it even featured a Vanna White character — in this case, *Computer Currents'* production manager Robin Lip-

Continued on page 6



ITALY

MARKET BOOM...

Continued from page 1

ket in Italy climbed more than 25 percent during 1987, a year when micro growth was lackluster in some European markets. "*Computerworld Italia* was ready for this growth; others were not," Redon said. "Competitors," he said, "were unprepared for this corporation-driven PC market growth."

"Many data processing directors in Italian companies arehighly attuned to personal computers' potential forincreasing worker productivity,a contrast with the U.S. experience of large systems-minded MIS directors," he said.

To attract Italian DP readers, Redon said, *Computerworld Italia* imparted a strong business angle to micro news while competing computing publications remained focused on centralized computing.

News about integration of micros and the management of microcomputing in a large business, he said, makes more sense to these readers than stories about the performance of products for the individual user. "They care about business productivity, not just processing speed."

Redon credited IDG/CI President Axel Leblois for the decision to invest in the Italian market. "As a European, he knows how large the Italian market is — and how porly served it is by many business computing publications," Redon said.

Redon, and Umberto Costamagna, Publisher of *Computerworld Italia,* hoping to use the favorable 1987 results as a springboard into 1988, have required each department to vote on priorities for the coming year and devise steps to meet them. For example, the editorial department voted last month that it needs to know more about its readers; thus, it has commissioned market research, both quantitative and qualitative, on its information needs.

"Team work and concensus building are key decisions, increase our flexibility in the market place, and our level of energy!" Redon concluded. ❑

The CW Italy staff from left to right: Paolo Lombardi, Marina Seletti, Laura Miedico, Mirka Ritelli, Ezio Monti, Umberto Costamagna, Giulio Ferrari, Elena Macchi, Paola Caretti, Walter Martignoni, Guido Piatti, Paola Mongini, Ria Lussi, Mina Fiori, Grazia Rovatti and Jean-Louis Redon.

SUCCESSFUL SUBSCRIBER AND IMAGE PROMOTION...

Continued from page 5

trot. Stan Politi, publisher, served as master of ceremonies.

Twelve finalists were chosen from people who responded to entry forms in *Computer Currents.* Winners got prizes; *Computer Currents* gleaned dozens of qualified new subscribers from the crowd that gathered to watch the event.

The show itself was co-sponsored by *Computer Currents* and ComputerLand of Almaden/ Campbell. The retailer, a large-volume reseller of microcomputer equipment, came to the IDG publication for assistance in running the event and, in return, bought several pages of advertising. ❑

* * *

NEW SOVIET PARTNERS TO VISIT IDG, SIGN PACT

FRAMINGHAM, MA — A delegation from the Soviet Union will visit IDG next week to sign an historic agreement to publish the company's newest magazine, *PC World USSR,* describe it to the U.S. press, and tour several IDG facilities.

The Moscow party will include Michael Volodarsky, chief adviser to the chairman of the Soviet committee on the publishing industry; and Eugene Salnicov, director of a Soviet electronics publishing company, Radio i Sviaz, IDG's partner in the joint venture.

After visiting IDG headquarters to sign the pact, they will visit IDG operations in Boston, such as the IDG News Service. After a press conferences in Boston and Washington, they will tour IDG operations on the West Coast, including *PC World,* San Francisco. ❑

Happy Anniversary

TEN YEARS
Ursula Sauter - CW/Germany

EIGHT YEARS
Eric Maloney - IDG/P

SEVEN YEARS
Donna Wohlfarth - IDG/P

SIX YEARS
Heather Paquette - IDG/P
Claudia Mawede-Dengg - CW/Germany

FIVE YEARS
Janet McGinnis - PCWCI
Deborah Bourgault - IDG/P

FOUR YEARS
Lisa Guisbond - CW
Robert Wallace - CW
Robert Callery - IDC
Valerie Sanclemente - IDG
Richard Fachtan - CW/Germany
Yanick Robain - CW/France
Charlotte Gillot - IDC France
Martin Durham - CW/London
Raymonde Watkins - CW/London
Jane Lawrence - CW/London

THREE YEARS
Joachim Herbert - CW/Germany
Michael Hole - CW/London
Lygia Bittencourt - CW/Brazil

TWO YEARS
David Bromley - IDGCI
David Ludlum - CW
Laura O'Connell - CW
Jill Simonsen - IFW
Carole Zozaya - CW/France
Robert Wells - CW/Australia
Joao Martinelli - CW/Brazil
Martin Meier - CW/Switzerland

ONE YEAR
Mark Leary - IDC
Mariellen Missaggia - IDC
Diane Gromala - PCWCI
Michael Hogan - PCWCI
Harald Kempf - CW/Germany
Maria Wagner - CW/Germany
Frank Noe - CW/Netherlands
Patrick Kwok - CW/Asia
Amanda Petts - CW/London
Ester Cabral - CW/Brazil

IDG WORLD UPDATE

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IDG WORLD UPDATE

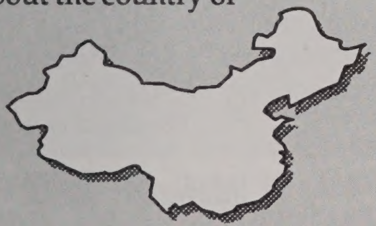
VOLUME 18, NUMBER 16

APRIL 27, 1988

NEW NEWSLETTER PROVIDES SNAPSHOT OF CHINA MARKET

PEKING — Aiming for would-be foreign investors in mainland China's so-far underdeveloped computer marketplace, IDG's operation in the People's Republic of China has created an English-language newsletter on the market.

"Many people in the West want to do business in China, but they don't really know anything about the country or its computer scene," according to general manager Chen Mingkun. "Our newsletter should fill that need."



The *China Computerworld Newsletter* covers a wide range ofnews every week, from product demonstrations by Western companies to successful applications of computer technology in China, such as robotics, CAD/CAM and a new graphics software product. ❑

DIGITAL NEWS

JUST THE VAX

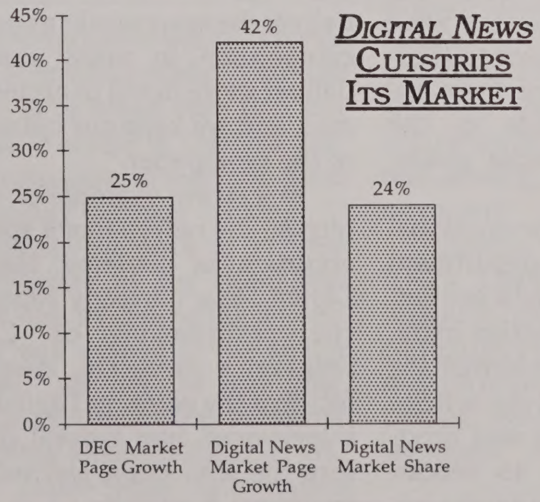
Marketing muscle helps Digital News *bruise well-financed rival*

BOSTON — Heartened by its performance against what its publisher calls "fierce competition" last year, IDG's newspaper for the burgeoning DEC marketplace has posted a very strong first quarter, winning market share and beating its budget at the same time.

Advertising pages grew by 42 percent for the newspaper during the first three months of the year, compared with 25 percent growth in the DEC marketplace overall.

Total revenues for the publication also outstripped the market. *Digital News* grew by 45 percent during the quarter, compared to 38 percent for the total media market.

As a result, the DEC marketplace is now a two-horse race, publisher Pat Kenealy said. With a market share of 24 percent, compared to a 21 percent share during 1987, *Digital News* has become after 18 months the second place book in its market. These results were not achieved at the expense of the publication's profitability, he said; *Digital News* finished the period more than $230,000 ahead of



Continued on page 2

DIGITAL NEWS...

Continued from page 1

budget.

Kenealy attributed the performance mainly to a redoubled marketing effort. Faced with a competitor, Ziff-Davis' *Digital Review*, which dramatically escalated budgets across the board, he and associate publisher David Egan designed and funded an unexpectedly aggressive marketing campaign to break last fall.

Joan Dargan, marketing director, oversaw several new marketing activities. She created a detailed media kit in a three-ring binder so it can be updated and saved. All issue promotions were upgraded from two-color to four-color form, heightening their impact. She placed ads in the industry standard media guide, SRDS.

In an unusual promotional move, the marketing department conceived and produced a marketing newsletter, VAX Market Extra. Executed in newspaper format, the flyer features news-style articles on marketplace trends and product marketing advice to vendor companies, in additon to the expected pieces by the book's managers.

"Nobody reads most publication newsletters because they don't say anything besides 'buy ads from us,'" Dargan said. "But we think VAX Market Extra gets real results because it says useful things in an interesting and credible way."

Kenealy also credited the editorial product of the newspaper for covering news "in a way nobody has before in this marketplace."

Describing its news coverage, editor Corey Sandler said, "We deliver the news weeks ahead of the competition in many cases. We deliver more detail in almost every case, and we keep our opinions out of the newspaper."

In a recent example of what he termed the newspaper's speed and accuracy in covering the news, *Digital News* correctly reported on the resignation of Cullinet Software's president, despite the fact that the editor of *Digital Review* interviewed him several days before the IDG book learned of his imminent departure. ❑

The Digital News *staff, from left to right: David Egan, Vickie Blake, Adam Rude, Corey Sandler, Joan Dargan and publisher Pat Kenealy.*

INFOWORLD NO. 1 IN AD PAGES GROWTH, TRACKING GROUP SAYS

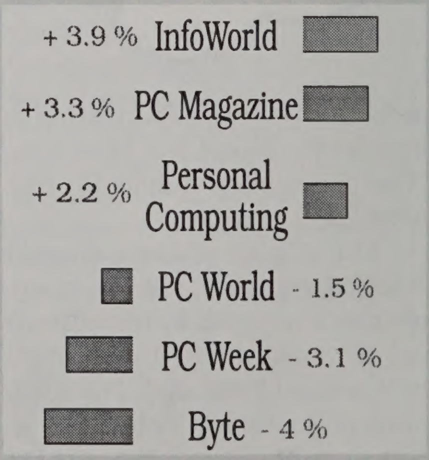
MENLO PARK, CA — A prestigious advertisement trackingservice has pointed to *InfoWorld*, IDG's PC newsweekly, as the hottest trade publication in the country in terms of growth of ad pages.

According to the Computer Publishing and Advertising Report, based in Larchmont, NY, the number of ad pages in *InfoWorld* grew more than 56 percent over 1987. By comparison, the 14 computer trade publications surveyed grew an average of 8.5 percent.

The same study concluded that *InfoWorld's* rival for PC advertising, *PC Week*, grew by only 5.3 percent during the year. (InfoWorld marketing people produced a promotional piece graphically depicting this comparison shortly after the CPAR study became public.)

"Infoworld's achievement shows that, when all is said and done, readers want thoughtful, credible news of PCs in business

Continued on page 4



Competing a crowded marketplace, InfoWorld *gained more marketshare than any competitor in 1987, including rival* PC Week.

Source: CPAR

NUMBERS, AND MORE

Best known for quantitative analysis, IDC bursts into executive consulting

By Tim Caffrey

FRAMINGHAM, MA — Information to be used by top executives as a strategic tool must be more than accurate, IDC managers have found over the last few years. It must also bring together several disciplines, such as technology, management, and systems analysis; and it must be tailored to the customers' specific needs.

And it must be delivered very quickly — often within a few days.

As a result, IDC has launched a major effort to capture the market for "high-end" consultative services now targeted by such competitors as the Gartner Group and Booz-Allen. Conceding that these companies have a head start, IDC managers feel they enjoy a significant advantage in the skills of its analysts, and in its reputation as the leader in market research and tactical planning services.

This campaign has three major components: the Executive Advisory Services, run by Debra Brown; the Market Intelligence Program, run by Liz Johnson; and the Consulting and Custom Research operation, directed by Ralph Finos.

"In truth, IDC has been involved in strategic planning for years. But we have not, historically, had the mechanisms to deliver this capability to high-level clients the way they need it presented. And we have not done enough to let our clients and prospects know about it," according to Tom Swithenbank, IDC president.

But the opportunities are enormous, he said. "Executive-level services will provide IDC analysts and consultants with new and exciting opportunities while expanding the depth and range of our revenue base."

- *Executive Advisory* is a new service designed to serve the needs of information industry executives who require a concise, authoritative, multi-disciplinary view of the issues shaping information technology management and markets. The Executive Advisory service presents key IDC research findings in a package designed for use by senior managers.

> *A major effort to capture the market for "high-end" consultative services.*

According to Brown, the service has two overriding goals: "Our first objective is to make sure that our clients have access to the best possible information to support them in day-to-day decision making. At the same time we hope to increase IDC's visibility in key client and prospect sites by delivering a package that will appeal to the senior executive." As part of that goal, Brown said the Executive Advisory is evaluating alternatives to its traditional paper-based information delivery mechanisms, such as electronic transmission and even sound.

- The *Market Intelligence* program is designed for senior industry executives who need to compare the effectiveness of their business strategies to that of their peers and competitors. MIP provides quantitative data and high-level counsel supporting such diverse activities as product planning and deployment, competitive analysis, and marketing effectiveness.

Jack Epstein's Integration Research Group, for example, is currently reviewing plans to launch a comparable service for MIS executives who need to track their position in such areas as strategic planning, operational and capital budgeting, staffing, and resource deployment.

- *Consulting and Custom Research* aims to displace major competitors from the executive suite. Over the last six months, the Consulting Group has stressed its capabilities in such areas as new product and venture analysis, strategic market planning, and competitive analysis. For the rest of 1988, Fino's team will focus on expanding its reputation among information technology users.

Projects recently completed by IDC's Consulting and Custom Research group have included a comparative evaluation of automation in defense electronics companies, the identification and assessment of acquisition candi-

Continued on page 4

INFOWORLD...

Continued from page 2

instead of a cavalcade of new product press releases," said Stan Vanocur, national ad director.

InfoWorld's market share increased from 8.7 percent to 11.8 percent during the year, while its revenue grew 94.6 percent, compared with 25.1 percent for the PC media marketplace. This growth dates from several decisions taken at the end of 1986, the last of a few disappointing years for the publication.

Converting from a paid to a qualified circulation, *InfoWorld* substantially changed its readership from micro enthusiasts and resellers to volume buyers, frequently in large installations. On the editorial side, the publication opened several new regional news bureaus improving coverage.

The ad sales department plans tosell several specialized services such as research, ad design and subscriber list rentals. ❑

IDG WORLD UPDATE

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IDC CONSULTING....

Continued from page 3

dates, strategic planning support for a manufacturing company's five-year information systems plan, and an in-depth analysis of systems applications and organizational issues in target accounts for a major systems vendor.

The consulting team plans to expand its services among information technology users in coming months. A new consulting service, called "Executive Counsel", will play a key role in this effort. The Executive Counsel works like a team of consulting physicians, diagnosing a problem and recommending a appropriate course of action.

Upon becoming an Executive Counsel client, a senior executive gains a team of "executive counselors" selected from the ranks of IDC's senior analysts, depending upon their experience and knowledge relevant to the problems facing the client. The team will then work with the client on a highly individualized, consultative basis, focusing on specific organizational and managerial issues.

According to Jack Epstein, who conceived and launched Executive Counsel, the service will deepen and extend the client relationship across the breadth of technologies covered by IDC. That strategy works, he said. Quick response to embattled MIS executives, he said, has already resulted in contracts for the Executive Counsel program and additional continuous consulting services. ❑

Happy Anniversary

EIGHT YEARS
Alfred DeMille - CW
Ann Finn - CW
Mike Masters - CW
Ernst Seyfert - CW/Germany

SEVEN YEARS
Sandra Bandieri - IDG/P

SIX YEARS
Gail Odeneal - IDC

FIVE YEARS
Mary Suenaert - WEC
Mike Anzalone - IDG
Felicitas Kulling - CW/Germany
Angeles Silva - IDC Spain

FOUR YEARS
Barbara Bannon - CW
Penelope Janzen - IDGCI
Lisa McGrath - CW
Lory Zottola - CW
Otto Waldorf - PCWCI
Ulf Froitzheim - CW/Germany
Michael Franks - CW/London
Julian Treasure - CW/London
Fay Valenski - CW/London
Carlos Pereira - CW/Brazil

THREE YEARS
Marcia Mason - IFW
Aromi Rajon - CW/France

TWO YEARS
Lawrence Craven - CW
Peter Kelly - CW
Kathryn Sullivant - CW
Norma Tamburrino - CW
Thom Tolbert - NWW
Carol Czyzewski - IFW
Katherine Boghosian - IDG/P
Georgianna Forest - IDG/P
Sandra Young - IDG
Udo Elsner - CW/Germany
Thijs Baake - CW/Netherlands

ONE YEAR
Warren Kolber - CW
Gabrielle Harris - IDC China
Ednilson Confessor - CW/Brazil
Leticia Myamoto - CW/Brazil
Ralph Rueegg - CW/Switzerland

May

IDG
WORLD
UPDATE

VOLUME 18, NUMBER 17

MAY 12, 1988

GLOBAL PITCH

IDC conference boosts overseas computer sales

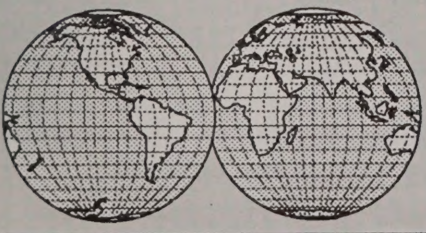
SAN FRANCISCO — Cheap dollars and a worldwide trend toward smaller computer systems make overseas markets a good target for U.S. information companies, several speakers said at IDC's international marketing conference late last month.

"With these markets expected to outperform domestic markets by a wide margin, international marketing executives are facing unparalleled opportunities," business unit president Tom Swithenbank told nearly a hundred export-minded senior executives.

But selling overseas can be hard for U.S. companies, he and several other speakers said.

Such companies must grapple with complex export licensing procedures, local technical standards, unfamiliar busi-

Continued on page 4



U.S./U.S.S.R.

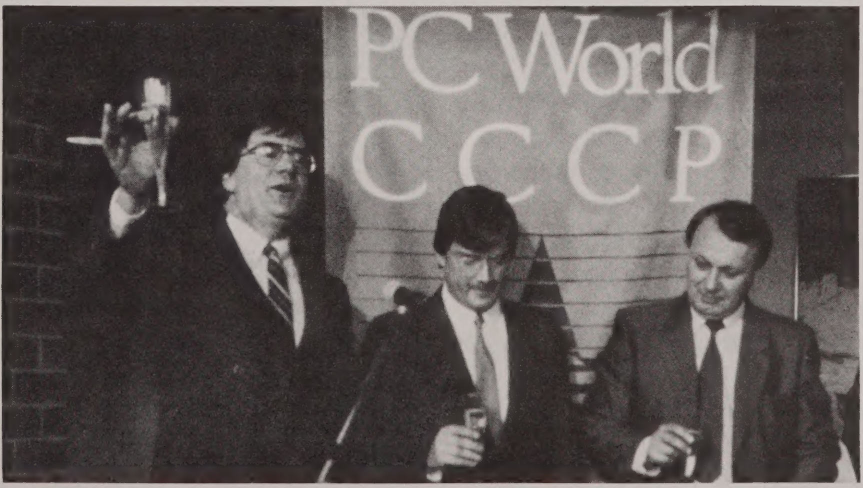
SOVIETS' UNION

Deal signed with Moscow publisher; new magazine, a 'first', to roll out this summer

FRAMINGHAM, MA — With a stroke of the pen, the clink of champagne glasses and a wave of applause, IDG became the first U.S. publishing company to enter one of the largest potential computer markets in the world — the Soviet Union.

Officials from IDG and its newest partner, the Moscow-based technical publisher Radio i Sviaz, signed the joint venture agreement to publish *PC World USSR* in a ceremony at IDG world headquarters before more than 100 people, including employees and the press.

Continued on page 3



Pat McGovern, IDG chairman, toasts pact while Axel Leblois, IDGCI president; and Eugene Salnicov, director of IDG partner Radio i Sviaz, examine the agreement.

CAPITOL SUCCESS

New publication for government computer users Wins half of hard-fought marketplace

WASHINGTON, D.C. — After less than a year of operation, IDGCI's *Federal Computer Week* has captured nearly half of the market for government-related computer advertising from its only competitor.

Pages of display advertising in the newspaper over the first quarter of 1988 totalled 213.43, according to its publisher, Steve Woit. This figure, he said, compares favorably with the 221.7 pages posted by its rival, the six-year-old *Government Computer News* published by Ziff-Davis Publishing Co.

February in particular was a record month for *Federal Computer Week*, with 98 pages of ads and inserts compared with only 61 for its competitor. For the part of 1987 when the two went head-to-head, the IDGCI publication racked up 36 percent of the market compared with 64 percent for the Ziff entry.

Woit attributed the successful first year mainly to two factors: the relative advantage of a newspaper with timely information on news and products affecting government computer decision-makers; and his publication's focus entirely upon the federal marketplace.

"Readers prefer a news-oriented publication because they need its greater credibility, as well as up-to-date intelligence on the regulatory environment that's so important to their acquisition plans," Woit said.

Government Computer News appears biweekly, with a news leadtime of as much as 10 days.

An exclusively-federal readership benefits advertisers in *Federal Computer Week*, the publisher said. It gives them a well-defined base of readers in a single marketplace with many unique characteristics. Recognizing this, many vendor companies such as IBM and Apple have entirely separate marketing campaigns for the federal government.

On the other hand, state and local government users have little in common with federal readers, Woit said, adding that about 13 percent of *Government Computer News* goes to such readers. "For advertisers, that's wasted circulation."

Many had figured federal computer users as a one-publication vertical market before the advent of *Federal Computer Week*. *Government Computer News* had enjoyed an almost 100 percent dominance in that market. Over that last year, the total marketplace has grown about 80 percent as vendors seek these users' business. ❑

MAY 9, 1988

FEDERAL COMPUTER WEEK

THE NEWSPAPER FOR SYSTEMS DECISION MAKERS IN GOVERNMENT

State Takes Software Conversion Out Of Revamped RFP :4

Sandia Develops Fast Optical Computer :8

Viruses Point Up Security Problem :22

Marines to Get ADP Advice From AMS :30

Bid Security In FTS 2000 Questioned

Apple Ba
Desktop
Mappin

Mapping Out New Territory

Air Force Puts Off 32-Bit Standard

Service decides to keep its options open, explore other ideas

Union Contests SSA'
For Toll-Free Info C

DESIGNERS NAME FOCUS FOR PRIZE

NEW YORK — The Art Directors Club has nominated two entries from *Computerworld Focus* for its prestigious annual award for excellence in graphic design.

Tom Monahan, art director, was tapped for a feature spread on MIS security in the June 1987 issue, and for the cover of the September 1987 issue on communications for the Framingham-based monthly.

The publication, under editor Ann Dooley, could win first or second place awards at the group's annual dinner next month. ❑

❑ ❑ ❑

APPLE, ALDUS DEVELOPERS TIE FOR PCWCI HONOR

SAN FRANCISCO — The people behind two of last year's most significant micro software products tied for the second annual Andrew Fleugelman awards, cosponsored by PCWCI and the Software Publishers' Association.

Bill Atkinson, the designer of Apple's Hypercard, and the Aldus team of Jeremy Jaech, Ted Johnson and Clyde McQueen, the developers of Pagemaker, shared top prize at the well-attended awards ceremony here.

The award, named for the late cofounder of PCWCI, recognizes software programmers for "innovative contribution to the personal computer community." ❑

SOVIET/IDG PACT...

Continued from page 1

As a result, 50,000 copies of new micro users' magazine will appear on Soviet newsstands in June, shortly after the summit meeting between U.S. president Reagan and Soviet leader Mikhail Gorbachev.

"This is an historic moment," said Pat McGovern, IDG chairman. "Reaching one of the most important societies on earth, the information age is proving its power to shape the way our world works. And we at IDG are, once again, on the cutting edge."

Signing the agreement for Radio i Sviaz, director Eugene Salnicov praised it as an effective way to take advantage of IDG's expertise in computer publishing. "The PC can increase productivity by several hundred percent, but first you must know how to get the most out of the machine."

About a third of the magazine, to be a quarterly at first, will be written by its own staff of seven; the rest will be translated from other IDG publications.

In keeping with Soviet guidelines on joint ventures, 51 percent of the project will belong to Radio i Sviaz, with 49 percent owned by IDG, which invested $250,000 in start-up costs.

Sales of the magazine, to be priced at about $3.20 an issue, should cover production costs, while the bulk of its revenues will come from Western computer companies paying in the U.S. for advertising space in *PC World USSR*. This aspect of the deal, according to IDG/CI president Axel Leblois, solves the major problem vexing foreign companies doing business within the Soviet Union: receiving their share of the earnings.

Heartened by recent U.S. regulatory actions liberalizing the export of technology to the USSR, he expects computer makers in Europe, Japan and the U.S. to secure Soviet partners and begin doing business there soon.

The project also owes to the relaxation of several Soviet practices, according to Frank Cutitta, managing director of IDG International Marketing Services and a prime architect of the deal.

"The Soviets have decided they can no longer do without the greater productivity of computerization, and they've taken the appropriate action," he said. One such action was to permit joint ventures bringing overseas expertise into the country; another was a sweeping series of business procedure reforms permitting people and agencies to buy computers much more easily than before.

As a result, computer use in the USSR is widely expected to swell dramatically. Personal computers in the country now number about 100,000, limited to a few scientists, engineers and government offices; IDG estimates the potential market as high as 30 million.

Computers could play a major role in the transformation of Soviet society, according to Michael Volodarsky, advisor to the Soviet committee on publishing and a manager of the new publication. "The main idea of a computer is the creativity of the individual. This is what we want in the Soviet Union to harness. Once that happens on a large scale the Soviet Union will feel massive impact." ❑

IDG #1

The deal between IDG and its Soviet partner, Radio i Sviaz, to publish PC World USSR *involves a number of computer publishing industry 'firsts':*

- *The first magazine for personal computer users in the USSR.*
- *The first U.S. company to actively take part in publishing a magazine within the Soviet Union.*
- *The first joint production agreement between U.S and Soviet publishers.*

FRANCE

FRENCH PUBLICATION SPONSORS STUDENT SOFTWARE COMPETITION

PARIS — *Le Monde Informatique* won new readers, both present and future, at the second annual "Grand Prix du Logiciel Etudiant," according to its general manager, Francois-Xavier Chaussonniere.

"Events like this are an excellent way to gain visibility," he said of the competition, co-sponsored by *Le Monde Informatique* and the Bull consortium of computer companies. "The software students of today are, likely, the influential readers of the future."

Intended for all students of the university level throughout France, the contest asked participants to submit a software application of their own creation. They were judged according to performance, and business useability.

Such events are valuable, Chaussonniere said in his introductory speech, because they "link the university with industry. Thus, it ensures that the new concepts created by young people should reach their greatest dimensions." As a result, he said, "technology progresses further." ❑

LE MONDE INFORMATIQUE
HP accelere
Sfena vend sa division mini a SMT-Goupil
FORMATION CONTINUE : UN PASSAGE OBLIGE
VIF micro
Vive l'Informatique Futée!

The jury of IDG-sponsored software competition announces its decision. François Chassonnière, general manager of Computerworld Communications/France, second from right.

IDG COMMUNICATIONS SHOW WINS U.S. COMMERCE OK

WASHINGTON — The federal Department of Commerce has chosen Communications Networks, run by the Conference Management Group, as the only telecommunications conference to take part in a special program for foreign buyers of U.S. goods.

The Commerce Department will promote the show to prospective customers abroad as an appropriate way for foreigners to identify and buy telecommunications products, the CMG said. ❑

GLOBAL...

Continued from page 1

ness computing practices, a new distribution system and cultural differences between overseas countries and the U.S.

"These are new issues for many U.S. vendors," according to Tom Willmott, IDC senior vice president. "Our internal market is so huge that export sales have not been as important to them as they have been to vendors in smaller countries."

Speakers at the session described key overseas markets, including Europe, Canada, Japan, Australia and Korea. They also touched on emerging markets such as China and the Soviet Union.

Smaller computer systems, they said, have been in greater demand overseas for the last two years. The microcomputer marketplace, Willmott said, is growing overseas at about 20 percent per year; the minicomputer market at about six to eight percent. But the mainframe market, once the dominant aspect of business computing overseas, is virtually flat.

"As we've seen in the U.S., decentralization of business units means downsizing of business computers," Willmott said. "Since we've helped our clients identify this trend and cope with it in the U.S., we're in a good position to do the same now that it's happening elsewhere."

The two-day event also allowed IDC salespeople tell their clients how services such as custom research and executive consulting can help them profitably address overseas markets.

And it also allowed IDC country managers to meet each other, many for the first time. ❑

IDG

HUMAN RESOURCES NEWS

May 12,1988

Job Opportunities

Revised: May 4, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDGCI	Administrative Asst/Office Manager	Paramus, NJ	G. Forster	(201) 967-1350
IDGCI	Financial Analyst	Framingham, MA	S. Perry	(617) 879-0700
IDGCI	Advertising Coordinator	Palo Alto, CA	L. Barner	(415) 424-8844
IDC	QuikSurv Telephone Interviewers	Framingham, MA	D. Kennedy	(617) 872-8200
IDC	Human Resource Manager	Framingham, MA	T. Swithenbank	(617) 872-8200
IDC	Copy Editor	Framingham, MA	C. Sparrow	(617) 872-8200
IDC	Account Executives (2)	Framingham, MA	S. Perry	(617) 875-5000
IDC	DBASE III/SPSS PC Consultant	Framingham, MA	J. Bennett	(617) 872-8200
IDC	Market Research Associates (3)	Framingham, MA	J. Capolino	(617) 872-8200
CWPI	Customer Service Representative	*Computerworld,* Framingham, MA	C. Delany	(617) 879-0700
CWPI	Design Editor	*Computerworld,* Framingham, MA	B. Laberis	(617) 879-0700
CWPI	Director of Circulation/Promotion	*Computerworld,* Framingham, MA	J. Edmonston	(617) 879-0700
CWPI	Copy Editor	*Computerworld,* Framingham, MA	P. Erickson	(617) 879-0700
CWPI	Office Manager	*Computerworld,* Burlingame, CA	M. Glasner	(415) 347-0555
CWPI	Advertising Share of Market Analyst	*Computerworld,* Framingham, MA	C. Novack	(617) 879-0700
CWPI	Receptionist	*Computerworld,* Chicago, IL	K. Sullivant	(312) 827-4433
CWPI	Sales Assistant	*Computerworld,* Paramus, NJ	B. Hockswender	(201) 967-1350
NWW	Data Communications Reporter	*Network World,* Framingham, MA	B. Hoard	(617) 879-0700
NWW	Assistant Features Editor	*Network World,* Framingham, MA	S. Moore	(617) 879-0700
NWW	Washington Correspondent	*Network, World,* Washington, DC	J. Gallant	(617) 879-0700
NWW	Account Executive	*Network World,* Natick, MA	J. Pinsky	(617) 879-0700
IDG/CI	Advertising Sales Representative	*InCider,* Palo Alto, CA	P. Boule	(603) 924-9471
IDG/CI	Marketing Manager	*InCider,* Peterborough, NH	P. Boule	(603) 924-9471
IDG/CI	Editor-in-Chief	*PC Resources,* Peterborough, NH	S. Vito	(603) 924-9471
IDC/CI	Customer Service	Peterborough, NH	P. Finch	(603) 924-9471
IDG/CI	Associate Editor	*PC Resources,* Peterborough, NH	C. Donaldson	(603) 924-9471
IDG/CI	Production Editor	*PC Resources,* Peterborough, NH	K. Pope	(603) 924-9471
IDG/CI	Advertising Secretary	*Run/Amigaworld,* Peterborough, NH	K. Blakeman	(603) 924-9471
PCW	Administrative Assistant	*PC World,* San Francisco, CA	M. Reyes	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	J. Lagas	(415) 546-7722
PCW	Director of Finance	*PC World,* San Francisco, CA	C. Spence	(415) 5467722
PCW	Account Manager	*Macworld,* Natick, MA	B. Thompson	(617) 879-0700
PCW	Account Manager	*Macworld,* Paramus, NJ	P. Navone	(201) 967-1350
PCW	Administrative Assistant	*Macworld,* San Francisco, CA	P. Rigby	(415) 546-7722
PCW	Trade Show Specialist	*Macworld,* San Francisco, CA	S. Vargas	(415) 546-7722
PCW	Administrative Assistant	*Mac Today,* Chicago, IL	L. Heimbucher	(312) 827-4477
PCW	Reporter	*Mac Today,* San Francisco, CA	M. Canon	(415) 546-7722
PCW	Design Associate	*Macworld,* San Francisco, CA	C. Burg	(415) 546-7722
PCW	Administrative Assistant	*Macworld,* San Francisco, CA	J. Lagas	(415) 546-7722
PCW	Assistant Editor	*Macworld,* San Francisco, CA	C. Barret	(415) 546-7722
PCW	Copy Editor	*Macworld,* San Francisco, CA	J. Ericksen	(415) 546-7722
PCW	Editorial Assistant	*Macworld,* San Francisco, CA	G. Davis	(415) 546-7722

Job Opportunities

(Continued)

Division	Title	*Publication* / Location	Contact Manager	Phone #
PCW	Senior Copy Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	R. Ames	(415) 546-7722
PCW	Account Manater	*PC World*, San Francisco, CA	S. Van Leuvan	(415) 546-7722
PCW	Account Manager	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	S. Van Leuvan	(415) 546-7722
PCW	Associate Art Director	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Designer	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	(2) Senior Design Associates	*PC World*, San Francisco, CA	D. McLeod	(415) 546-7722
PCW	Assistant Editor	*PC World*, San Francisco, CA	G. Vanlue	(415) 546-7722
PCW	(2) Associate Editors	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
PCW	Single Copy Sales Representative	San Francisco, CA	G. Clark	(415) 546-7722
PCW	Senior Technician	San Francisco, CA	W. Clegg	(415) 546-7722
PCW	Technician	San Francisco, CA	N. Noble	(415) 546-7722
PCW	Administrative Assistant	Natick, MA	B. Ostrow	(617) 879-0700
IFW	Boston Bureau Chief	*Framingham*, MA	M. Mason	(415) 328-4602
FCW	Reporter	*Fed. Comp. Week*, Falls Church, VA	E. Holmes	(703) 876-5100
DNP	Editorial Assistant	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	D. Kennedy	(617) 482-8470
DNP	Copy Editor	*Digital News*, Boston, MA	D. Grober	(617) 482-8470
DNP	Group Circulation Manager	*Digital News*, Boston, MA	A. Rude	(617) 482-8470
DNP	Classified Advertising Rep	*Digital News*, Boston, MA	R. Fischoff	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/GDR	Susan Perry / Debbie Thistle	(617) 875-5000
CW/NWW	Carolyn Favilla	(617) 879-0700
CW/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientation
on the following dates during 1988:

May 10
June 2
July 13
August 9

September 13
October 11
November 15
December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425 , to schedule for the May 10th.

Each quarter a listing will be provided in the *Human Resources News* with orientation dates for that quarter. If you have any questions, please contact IDG Human Resources.

More Workplace Connections

For your information, there is a list available provided by Workplace Connections which contains helpful hints and special activities for sitters and children of all ages. They are designed especially for the working parents to help plan a fun and safe time for their children during working hours.

Also, as of September 1988, Workplace Connections is introducing a new full-day kindergarten program at The Children's Place at Prospect Hill in Waltham. The implementation of this program comes in response to the problems many working parents have with kindergarten in their communities. The program will be designed with special emphasis on the physical, social, cognitive and emotional development of the five and six year old child.

The weekly fee for the 1988-89 kindergarten program will be $140. For more information, call or write to Dawn Jones, Director, The Children's Place at Prospect Hill, 200 Fifth Avenue, Waltham, MA 02154 or call (617) 890-5083.

If you have any questions or would like more information regarding the "Sitter Helpers" or the new kindergarten program, please call the IDG Human Resources office.

Classifieds

FOR SALE — Macintosh 512K with 400K internal and external drives, Imagewriter I printer, Apple 1200 modem, all cables; MacWrite, MacPaint, Lotus Jazz software and documentation. Upgradable. $750.00. Bruce Guptill, Network World, 879-0700, x339.

FOR SALE — Mercury Cougar, two-tone paint, V6, loaded. Balance of warranty available. Excellent condition. Please call 923-0195 any time.

FOR SALE — Pontiac Fiero (white), A/C, stereo, low miles. Excellent condition. Please call 923-0195 any time.

CAPE COD RENTAL — Two-bedroom cottage with loft, living room, kitchen, bath, and screened in porch for rent in Dennisport, MA. Walk to beach. $450/week. Call evenings (617) 877-3272.

FOR RENT — Available 6/1/88. 2 bedroom condo in Millbury, MA., minutes to Mass Pike. Includes: fireplace, finished basement, 1 1/2 baths, garage (w/electric opener), deck, refrigerator, dishwasher, washer/dryer. $800 per month. Call Mark at CW, x683.

ROOMMATE WANTED — Two males seek nonsmoker (M/F) to share 3 bedroom cape in Framingham North. No pets. $400 plus one-third utilities. Call 877-0726.

ROOMMATE WANTED — Professional male or female wanted to share a three bedroom house (with one roommate). 2.5 baths, two car garage, inground pool, in residential district Framingham North off of Route 30. $625 pp. Immediate occupancy. Please call Michael Oley at 872-6745, leave message if necessary.

People

Pat Boylan has joined IDG/CI, Framingham, Massachusetts, as headquarters assistant for the office of the unit's president. She comes from the brokerage firm Merrill-Lynch, where she worked for 25 years in various administrative capacities, including operations manager of the company's Worcester, MA office.

* * *

Valerie Elmore has been promoted to assistant managing editor of *Digital News*, Boston. A copy editor for the DEC market publication for the last year, she has also worked for the *Boston Business Journal* and *The Boston Globe*.

* * *

Michel Motro, a veteran of both computer publishing and the semiconductor industry, has been appointed to two posts: president and chief executive officer of IDC France, and vice president of IDC's new European semiconductor research efforts.

He comes from Thomson Components, where he was chairman of overseas operations for the semiconductor concern. He previously worked at CEP, Nathan/larousse, the second largest publisher in France, as chairman of its computer software publishing subsidiary; and in a variety of positions for Texas Instruments. A holder of the French Cross of Arts and Letters from the Ministry of Culture, he has published several scientific books, articles, movies and records.

* * *

News Service To Carry Micro Product Ratings From *InfoWorld* Test Site

BOSTON — Computer product comparisons and analyses from the new *InfoWorld* Test Center will be transmitted over the IDG News Service to the company's more than 100 publications around the world starting this week.

Subscribers to the news service are expected to use the results to generate their own product reports, customized for their readers. Most will print these reports in their publications. According to news service editorial director Kathie Gow, some may use them as the basis for special product review services.

"The beauty of the Test Center reports is that they can be applied by anyone all over the world, in the form that makes the most sense for their readers," she said.

Aided by comprehensive technical materials from the news service, each IDG editor will be able to test local PC products using the same performance benchmarks and procedures developed by the *InfoWorld* staff in Menlo Park, CA to ensure consistent results. They can then compare local products to those evaluated by the Test Center.

They can also customize Test Center results to suit their readers' needs. All Test Center results come with an explanation of how heavily the staff weighted the criteria for judging each product. To localize his results, each editor would plug his own criteria into the formula.

For example, an editor whose readers prefer ease-of-use to other attributes might make this the primary factor in his own publications' reviews of a particular type of product, while another editor might choose, say, reliability of results.

Many editors will conduct their own readership surveys to determine which criteria are most important to their readers, Gow said. Such an *InfoWorld* study was one of the first steps in establishing the new product evaluation program. ❑

Conference Group To Market Videotapes

FRAMINGHAM, MA — Hoping that the people who attend computer industry conferences will want to share the sessions with the home office, the Conference Management Group has created a single catalog to sell its line of conference videotapes.

"By mailing this catalog to prospects, we have increased the life of each conference, and hope that the people who see it will order tapes from the other conferences as well," said Nancy Thayer, CMG manager of non-exhibit sales.

The catalog lists more than 210 tapes of sessions from three recent conferences: Communications Networks, the CD-ROM Expo and the Vax Business User Forum. It has been mailed to more than 30,000 attendees of these conferences; CMG now awaits the results. ❑

Nuts & Bolts

IDG World Update is looking for a copy editor. The person we want should:

- Have experience as a professional journalist or copywriter.
- Have a rough familiarity with newspaper style.
- Have ready access to a Macintosh micro, running MicroSoft Word software.
- Work in the Framingham-Natick-Boston area.

The job doesn't take long. But it does have to be done as thoroughly and promptly as possible. It involves money, as well as the professional satisfaction of helping put out the only news-oriented weekly corporate newsletter we know about. ❑

IDG WORLD UPDATE

Acting Editor
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Véronique Sulliger
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.F/SUNDWALL.

SMALLER COMPUTER SYSTEMS LEAD YEARLY EXECS' MEETING

FRAMINGHAM, MA — The benefits and the problems of downsizing business computer systems will be the topic of IDC's executive conference for 1988, to be held in early May.

Downsizing poses an interesting challenge to computer system managers in this day of information as a strategic tool, according to Tom Swithenbank, IDC president.

"On one hand, downsizing can save money by allowing an organization to respond quickly to competitive needs. On the other hand, the cost per unit of performance goes down and information processing slows if you go too far," he said.

Downsizing became a major issue for information managers about five years ago, when microcomputers in corporations relieved much of the burden upon central mainframe computers and, paradoxically, created new burdens.

Corporate mergers of the mid-1980s sharpened the issue as large companies prepared for takeover fights by decentralizing many of their management information systems.

Speakers at the three-day session will include IDC managers and analysts, plus executives from computer industry companies such as MicroSoft, Novell, Intelligent Technology and Intel. ❑

Anniversaries

NINE YEARS
Renee Visconti - CW

SIX YEARS
Dordy Ewerlöf - CW/Sweden

FIVE YEARS
Wendie Haines - IDG/P
Dorothy Adams - CW/Australia

FOUR YEARS
Scott Spanbauer - PCWCI
Barbara Harris - IDG/P

THREE YEARS
Susan Harper - IDC
Diane Szretter - IDC
Roslyn Lovell - LINK

TWO YEARS
Christine Hudema - CW/Germany
Agnes Jonhanel - CW/France
Sanne Shepherd - CW/Denmark
Anthony Bernard - CW/London
Adam Henderson - CW/London
Ronaldo de Souza - CW/Brazil

ONE YEAR
Paul Bonington - CW
Stewart Alsop - PCWCI
Margaret Canon - PCWCI
Betty Hubbard - PCWCI
Douglas Bradley - IFW
William Citara - IFW
Linda Lagomarsino - LINK
Robin Florence - IDG/P
Yolanda Forbes - IDG/P
Louis Wallace - IDG/P
Julion Attala - CW/Argentina
Stephen Lennox - CW/Australia

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 18
MAY 18, 1988

COMDEX

SOUTHERN EXPOSURE

BUSINESS GOALS GUIDE IDG EVENTS

ATLANTA — Amid the usual battery of late-night parties and glitzy promotions, that characterize any trade show, IDG events at Comdex/Spring aimed at getting the most business impact for the dollar.

The reason: rising concern among IDG managers about the costs of special events at shows, and a corresponding desire to make sure that such events fit in with their overall marketing

Continued on page 2

EVER
UNISYS
UNISYS
DataPerfect
Library
OFFICE

APPLE NEWSPAPER GOES WEEKLY

ATLANTA — Buoyed by a hot market for the Macintosh microcomputer in business, *Macintosh Today* distributed its first weekly issue at the Comdex/Spring show.

"This is a fast-paced market, and volume buyers need all the authoritative news and data they can get, as fast as the market generates it," according to Noreen Stanley, associate publisher for the newspaper. Advertisers will invest in a weekly, she said, because they like the format's timeliness and credibility.

Readers need a Macintosh weekly because the pace of new product introductions and other news has picked up steadily over the nine months that *Macintosh Today* has been in print, said editor Maggie Canon.

"There's a need for all the news every week, rendered in a way that gives the reader a sense of that it all means," she said. She counts on *Macintosh Today*'s in-depth coverage of user concerns to give it the edge over its chief competitor, *MacWeek*, newly acquired by Ziff-

Continued on page 5

IDC

SEMI TOUGH

Partnership plunges unit into chip research on an international scale

SCOTTSDALE, AZ — After an absence of more than three years, IDC has reentered the semiconductor industry research business by forging a deal with one of the top companies in the field.

In-Stat Inc. and IDC will create a new program, The Worldwide Semiconductor Service, to research technologies, companies and markets in the semiconductor industry and sell this research to a wide range of clients, mostly vendor companies and the defense industry.

Under the terms of the deal, IDC will conduct the overseas portion of the program under the direction of Michel Motro, president of IDC France and vice president of the new service; In-Stat, under its president Jack Beedle, will conduct U.S. research. Each company will have complete access to the other's findings.

Continued on page 5

BUSINESS GOALS...

Continued from page 1

strategy.

"Anybody can throw a party," according to Erica Baccus, marketing communications manager for *InfoWorld*, IDG's PC computing newspaper based in Menlo Park, CA. "But we wanted this event to convey serious information to our advertisers about who we are and why people should spend their money with us."

InfoWorld conducted a breakfast session before the show, featuring publisher Eric Hippeau's assessment of the changing readership profile of the publication, and a speech by IDC analyst Will Zachmann on the market's evolution toward open micro-based systems.

Computerworld sponsored its annual Computerworld Cafe, a room in the convention hall where staffers met informally with advertisers throughout the show. It also announced its second annual Computerworld Microcomputing Awards for the top six products of the year, as selected by its readers.

PC Resource celebrated its first anniversary with a heavily-attended party. This event didn't work as planned: "There were so many people making so much noise that we decided on the spot to forgo the official program," according to Susan Stewart, marketing manager for the Peterborough, NH-based micro user monthly.

> *"...we wanted...to convey serious information to our advertisers..."*
> ***- Erica Baccus, IFW***

And *Macintosh Today*, PCW's newspaper for Apple micro users, became a weekly publication (see story on page one.) Joining what its managers expect to be a fierce competition with Ziff-Davis weekly *MacWeek*, the IDG book announced the change in frequency at a party attended by many major accounts.

Cost effectiveness is only part of the issue, said Val Landi, associate publisher of *Computerworld*, explaining the trend toward IDG events with a business focus. The other part is credibility. "The Computerworld Cafe is not cheap. But it's entirely a business-oriented setting for convivial but substantive conversations."

In a setting such as COMDEX, it is extremely important for sales people to conduct serious talks with their clients, he said.

Computerworld's awards, framed plaques with a mock-up front page of the newsweekly featuring a staff-written story about the recipient, went to the makers of products in six categories: microcomputers, expansion boards, portable computers, local area networks, micro-to-mainframe links and software.

Chosen by ballots from more than 1,000 readers, the *Computerworld* awards differ from many other micro awards, the publication's executive editor said.

"Most publications have their techies huddle in the backroom to decide which products are most impressive technically," according to Paul Gillin, who gave out the awards. "But since microcomputing is a corporate phenomenon, we let the readers decide which products are most productive in their businesses."

Other publications limited their participation in Comdex/Spring, preferring to save their resources for other shows. *MacWorld*, *PC World*, *CIO* and *Publish!* sent several sales people but few editorial staffers. The show, they explained, attracts many of their key accounts as exhibitors and relatively few prospective customers. ☐

COMPUTERWORLD

Paul Gillin, executive editor of Computerworld, *presents plaque to Ray Weadock, Plus Development, as part of the publication's Microcomputing Awards presentation.*

U.S.S.R.

RUSH INTO CHANGE

New IDG/Soviet pact to affect company, country, the world

THE WALL STREET JOURNAL.

U.S.News & WORLD REPORT

MiddlesexNews

Chicago Tribune
35¢ Saturday, May 14, 1988

The Washington Post

BusinessWeek

The New York Times

ADWEEK

Advertising Age
May 16, 1988

TIME

FRAMINGHAM, MA — The recently-signed deal for IDG to co-produce the first computer magazine in the Soviet Union, *PC World USSR*, could have a lasting impact on the publishing industry, Soviet society and on IDG itself.

That's the assessment emerging from the business press, independent analysts of Soviet society, managers of the new Soviet operation and the IDG staffers who conceived the agreement and put it together.

> *"By facilitating freedom of information, operations like* PC World USSR *put people in charge of their destiny." -* ***Dr. Valery Petrochenkov, Soviet expert***

"*PC World USSR* is no mere novelty, but the first step in establishing the Soviet Union as a viable computer market," according to Frank Cutitta, managing director of International Marketing Services and a prime architect of the deal. "The press has covered it as such, and they're right."

Advertiser commitment to the first issue and accelerating industry interest in the USSR as a computer market have already justified the initial investment in the project, he said.

The deal also has broader implications, according to experts on Soviet society, "Information is the tool that will help the people of the Soviet Union transform their society," said Dr. Valery Petrochenkov, a professor of Russian studies at George Washington University, Washington, D.C.

"By facilitating freedom of information, operations like *PC World USSR* put people in charge of their destiny." As such, he said, broad changes resulting from greater freedom of information in the Soviet Union will unfold over many years.

Most of the immediate reaction to the signing, however, came in the form of news coverage in almost every major U.S. newspaper and magazine, as well as many abroad. Publications such as *U.S. News and World Report, Business Week, The Washington Post* and *Time* all covered the deal as a significant part of a new era in Soviet-U.S. trade.

Many publications also treated it as a publishing industry milestone. *The New York Times* and *The Washington Post* described the deal as an innovative way for Western business to sidestep one of the most nettling problems in trade with the Soviets —the repatriation of currency. Under the terms of the deal, all *PC World USSR* advertising is paid for in Western currency in the West.

And trade journal *Advertising Age* described it as a trend-setter for U.S.-based marketing efforts toward the Soviet Union, contrasting the IDG print advertising success story with other companies' frustrated efforts in broadcast advertising.

The long-term impact of the partnership upon Soviet society will be more difficult to assess. But

Continued on next page

RUSH TO CHANGE...

Continued from previous page

it will likely be felt first in the economy, said Axel Leblois, IDG/CI president. "The Soviets realize that economic growth depends on tapping the creative potential of the nation's people. Thus, they were interested in PCs — computers designed not for organizations, but for individuals. It's a way to spark the qualities that contribute to economic innovation and growth in the information age," Leblois said.

The Soviet economy, he said, is the world's sleeping giant. With a population of 270 million but a per capita GNP only a fraction of other Western societies, its "massive untapped potential" awaits growth in productivity.

Productivity of the Soviet economy could increase dramatically as micros become more widespread in the country's businesses. Eugene Salnicov, director of IDG Soviet partner Radio i Sviaz, said that *PC World USSR's* coverage of the micro scene will stress productivity.

"We already have many technical journals and very skilled computer scientists in the Soviet Union," he said. "What we need is a sense of how to apply technology to real world situations, how to make computers work with people."

But higher productivity is only the first step, said Pat McGovern, IDG chairman. "We want people to be able to use technology to realize their fullest potential," he said. "When they are able to do this, they achieve personal empowerment over their circumstances and can help their society evolve."

Information technology can also reduce the risk of war, he said. "Information is meaningless unless it is accompanied by a genuine exchange of information — that is, communication. And communication draws the world closer together, enhancing understanding between peoples and, in the end, between nations."

> *Publications covered the deal as a significant part of a new era in Soviet-U.S. trade relations.*

IDG itself has already realized benefit of the deal in greater visibility as a global information industry company, according to Glenda Cudaback, corporate communications director. "This story has enhanced and greatly clarified IDG's global identity."

The first wave of news coverage of the event came from several dozen newspapers and magazines, with more arriving every day. Several broadcast news programs also covered the signing, most noteably the popular network morning television show, Good Morning America.

Much of the coverage resulted from a piece on the deal which ran on the Associated Press's highly-influential "Triple A" wire. "This was no accident," Cudaback said. "It resulted from continuing management of the story and making sure that everyone had all of the information they needed, when they needed it."

Plans call for the exposure to continue during the Moscow summit and through the actual publication of the first issue in July. ❑

BICOASTAL SWING

On their trip to the U.S., IDG's new partners made several stops to increase their understanding of the communications industry in the U.S.

- *AN ADVERTISING AGENCY.*

The entourage toured the facilities of Ingalls, Quinn & Johnson, a large Boston agency, where they heard detailed descriptions of how an ad campaign is made.

- *A MAJOR NEWSPAPER.*

The Soviet delegation toured the facilities of *The Washington Post,* operationally one of the most advanced daily newspapers in the world.

- *A WIRE NEWS SERVICE.*

The Soviets heard David Hill, editor of the IDG News Service, Boston, describe how such a service works and what kind of news they can expect to receive from it.

- *A PRINTING PLANT.*

The Soviets toured IDG's San Francisco operation, where state-of-the-art technology prints the publications of PCWI, IDG's West Coast operation, including *PC World, MacWorld, Publish!* and *Macintosh Today.*

HUMAN RESOURCES NEWS

May 18,1988

Job Opportunities

Revised: May 17, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Group Controller	Framingham, MA	S. Perry	(617) 875-5000
IDG	Credit Analyst (2)	Framingham, MA	D. Thistle	(617) 875-5000
IDG	Accounting & Tax Analyst	Framingham, MA	S. Perry	(617) 875-5000
IDGCI	Administrative Asst/Office Manager	Paramus, NJ	G. Forster	(201) 967-1350
IDGCI	Financial Analyst	Framingham, MA	S. Perry	(617) 879-0700
IDGCI	Advertising Coordinator	Palo Alto, CA	L. Barner	(415)424-8844
IDC	QuikSurv Telephone Interviewers	Framingham, MA	P. Ross	(617) 872-8200
IDC	Human Resource Manager	Framingham, MA	T. Swithenbank	(617) 872-8200
IDC	Account Executives (2)	Framingham, MA	S. Perry	(617) 875-5000
IDC	DBASE III/SPSS PC Consultant	Framingham, MA	J. Bennett	(617) 872-8200
IDC	Market Research Associates (3)	Framingham, MA	J. Capolino	(617) 872-8200
IDC	Unix Program Manager	Framingham, MA	V. Brown	(617) 875-5000
IDC	GDR & Sales Administrative Assist.	Framingham, MA	S. Perry	(617 875-5000
IDC	Research Analyst (2)	Framingham, MA	A. Boyd	(617) 872-8200
CWPI	Customer Service Representative	*Computerworld*, Framingham, MA	C. Delany	(617) 879-0700
CWPI	Design Editor	*Computerworld*, Framingham, MA	B. Laberis	(617) 879-0700
CWPI	Director of Circulation/Promotion	*Computerworld*, Framingham, MA	J. Edmonston	(617) 879-0700
CWPI	Copy Editor	*Computerworld*, Framingham, MA	P. Erickson	(617) 879-0700
CWPI	Office Manager	*Computerworld*, Burlingame, CA	M. Glasner	(415) 347-0555
CWPI	Advertising Share of Market Analyst	*Computerworld*, Framingham, MA	C. Novack	(617) 879-0700
CWPI	Receptionist	*Computerworld*, Chicago, IL	K. Sullivant	(312) 827-4433
CWPI	Sales Assistant	*Computerworld*, Paramus, NJ	B. Hockswender	(201) 967-1350
CWPI	Editorial Assistant	*Computerworld Focus*, Framingham, MA	A. Dooley	(617) 879-0700
CWPI	Assistant Chief Copy Editor	Computerworld, Framingham, MA	B. Laberis	(617) 879-0700
CWPI	Sales Assistant	Computerworld, Paramus, NJ	B. Hockswender	(201) 967-1350
NWW	Data Communications Reporter	*Network World*, Framingham, MA	B. Hoard	(617) 879-0700
NWW	Assistant Features Editor	*Network World*, Framingham, MA	S. Moore	(617) 879-0700
NWW	Washington Correspondent	*Network, World*, Washington, DC	J. Gallant	(617) 879-0700
NWW	Account Executive	*Network World*, Natick, MA	J. Pinsky	(617) 879-0700
IDG/CI	Associate Editor	*PC Resources*, Peterborough, NH	C. Donaldson	(603) 924-9471
IDG/CI	Advertising Secretary	*Run/Amigaworld*, Peterborough, NH	K. Blakeman	(603) 924-9471
IDG/CI	Art Director	*PC Resources*, Peterborough, NH	C. Donaldson	(603) 924-9471
PCW	Administrative Assistant	*PC World*, San Francisco, CA	M. Reyes	(415) 546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	J. Lagas	(415) 546-7722
PCW	Director of Finance	*PC World*, San Francisco, CA	C. Spence	(415) 5467722
PCW	Account Manager	*Macworld*, Natick, MA	B. Thompson	(617) 879-0700
PCW	Account Manager	*Macworld*, Paramus, NJ	P. Navone	(201) 967-1350
PCW	Administrative Assistant	*Macworld*, San Francisco, CA	P. Rigby	(415) 546-7722
PCW	Trade Show Specialist	*Macworld*, San Francisco, CA	S. Vargas	(415) 546-7722
PCW	Administrative Assistant	*Mac Today*, Chicago, IL	L. Heimbucher	(312) 827-4477
PCW	Reporter	*Mac Today*, San Francisco, CA	M. Canon	(415) 546-7722
PCW	Design Associate	*Macworld*, San Francisco, CA	C. Burg	(415) 546-7722
PCW	Administrative Assistant	*Macworld*, San Francisco, CA	J. Lagas	(415) 546-7722
PCW	Assistant Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722

Job Opportunities

(Continued)

Division	Title	Publication / Location	Contact Manager	Phone #
PCW	Copy Editor	*Macworld*, San Francisco, CA	J. Ericksen	(415) 546-7722
PCW	Editorial Assistant	*Macworld*, San Francisco, CA	G. Davis	(415) 546-7722
PCW	Senior Copy Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	R. Ames	(415) 546-7722
PCW	Account Manater	*PC World*, San Francisco, CA	S. Van Leuvan	(415) 546-7722
PCW	Account Manager	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	S. Van Leuvan	(415) 546-7722
PCW	Associate Art Director	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Designer	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	(2) Senior Design Associates	*PC World*, San Francisco, CA	D. McLeod	(415) 546-7722
PCW	Assistant Editor	*PC World*, San Francisco, CA	G. Vanlue	(415) 546-7722
PCW	(2) Associate Editors	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
PCW	Single Copy Sales Representative	San Francisco, CA	G. Clark	(415) 546-7722
PCW	Senior Technician	San Francisco, CA	W. Clegg	(415) 546-7722
PCW	Technician	San Francisco, CA	N. Noble	(415) 546-7722
PCW	Administrative Assistant	Natick, MA	B. Ostrow	(617) 879-0700
PCW	Senior Copy Editor	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
PCW	Copy Editor	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
IFW	Boston Bureau Chief	*Framingham*, MA	M. Mason	(415) 328-4602
FCW	Reporter	*Fed. Comp. Week*, Falls Church, VA	E. Holmes	(703) 876-5100
DNP	Editorial Assistant	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	D. Kennedy	(617) 482-8470
DNP	Copy Editor	*Digital News*, Boston, MA	D. Grober	(617) 482-8470
DNP	Group Circulation Manager	*Digital News*, Boston, MA	A. Rude	(617) 482-8470
DNP	Classified Advertising Rep	*Digital News*, Boston, MA	R. Fischoff	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/GDR	Susan Perry / Debbie Thistle	(617) 875-5000
CW	Carolyn Favilla	(617) 879-0700
NWW/DN/CIO/FCW	Pam Caplin	(617) 879-0700
CW/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

Editor-in-Chief
Computerworld Australia

We're looking for a leader, for the editorial staff naturally, but also for the Australian computer community. The Editor-in-Chief will have proven management skills, a strong computer journalism background, excellent presentation skills and an engaging personality. For more information about this exciting opportunity, please contact Brenda Fischer, IDG Communications, (617) 879-0700, Ext. 809.

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientation on the following dates during 1988:

May 10	September 13
June 2	October 11
July 13	November 15
August 9	December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425 , to schedule for the June 2 session.

Each quarter a listing will be provided in the *Human Resources News* with orientation dates for that quarter. If you have any questions, please contact IDG Human Resources.

More Workplace Connections

Tips for guiding TV viewing

Television is a powerful medium: it lures, distracts and mesmerizes. It also can make children unresourceful, because they become overly dependent of TV for entertainment.

Many parents know that they must exert control over the TV, limit the amount of time children watch it and monitor specific programs. Together, parents and children can reach an agreement on how much television viewing will be allowed.

If you would like the listing provided by Workplace Connections regarding the Tips for TV Viewing please call Debbie X416 in the IDG Human Resources office.

Classifieds

FOR SALE — Macintosh 512K with 400K internal and external drives, Imagewriter I printer, Apple 1200 modem, all cables; MacWrite, MacPaint, Lotus Jazz software and dorumentation. Upgradable. $750.00. Bruce Guptill, Network World, 879-0700, x339.

FOR SALE — Mercury Cougar, two-tone paint, V6, loaded. Balance of warranty available. Excellent condition. Please call 923-0195 any time.

FOR SALE — Pontiac Fiero (white), A/C, stereo, low miles. Excellent condition. Please call 923-0195 any time.

FOR SALE --- 1984 Honda Prelude - Perfect condition. Silver, 51K miles, electric sunroof, AM/FM cassette, bumper & door guards, alloy wheels. New front tires, brakes, muffler, battery. $7,200. Call Ann at CW, x341.

CAPE COD RENTAL — Two-bedroom cottage with loft, living room, kitchen, bath, and screened in porch for rent in Dennisport, MA. Walk to beach. $450/week. Call evenings (617) 877-3272.

FOR RENT — Available 6/1/88. 2 bedroom condo in Millbury, MA., minutes to Mass Pike. Includes: fireplace, finished basement, 1 1/2 baths, garage (w/electric opener), deck, refrigerator, dishwasher, washer/dryer. $800 per month. Call Mark at CW, x683.

ROOMMATE WANTED — Two males seek nonsmoker (M/F) to share 3 bedroom cape in Framingham North. No pets. $400 plus one-third utilities. Call 877-0726.

ROOMMATE WANTED — Professional male or female wanted to share a three bedroom house (with one roommate). 2.5 baths, two car garage, inground pool, in residential district Framingham North off of Route 30. $625 pp. Immediate occupancy. Please call Michael Oley at 872-6745, leave message if necessary.

SEMI...

Continued from page 1

Semiconductor research fills an important place in IDC's long-term strategy, according to Tom Swithenbank, president. "By looking at the semiconductor market, we can see the future of the information industry reflected in order rates as well as technical developments. We expect our customers to be highly interested in this kind of intelligence," he said.

With such research, IDC can advise its clients on what kinds of computer systems major vendors plan to make, and thus on the direction of their strategies.

"This information lets us assess the speed at which technological innovation results in end user products," according to Tom Willmott, senior vice president for the IDC technology services group and a prime architect of the deal. "It strengthens our understanding of how quickly markets can develop."

Research will focus on three kinds of chips, Willmott said: Applications Specific Integrated Circuits (ASIC); ISDN chips, commonly used for communications purposes; and Reduced Instruction Set Computing (RISC) chips.

These chips, he said, will assume increasing importance as vendors design more powerful machines with heightened multitasking and communications capabilities.

Motro, a 24-year veteran of the industry with chip vendors such as Texas Instruments and Thomsen CSF, will quarterback the IDC side of the research effort in Europe. Working under his direction, IDC Japan managing director Yuji Ogino and IDC Korea country manager Yong Sun Kim will direct Far East activities. ❑

PLANS UNDERWAY FOR ANNUAL IDG/CI MEETING

BEIJING — More than 75 IDG Communications management team members are preparing for the annual worldwide managers' meeting to be hosted by *Computerworld China* here, June 6 - 10.

The agenda includes detailed presentations of each of the company's product lines and a description of its key markets, plus workshop sessions on topics ranging from publishing company operations to long-term corporate policy.

Among these, one session will explore various ways of developing the company's long-term plan and establishing strategic goals in the changing market conditions of the information technology industry.

The meeting will also feature an exhibition displaying each business unit's products, including issues, media kits, promotions and other materials. ❑

WEEKLY...

Continued from page 1

Davis Publishing Co.

Macintosh Today has been biweekly since its onset last August; *Macweek* has been published weekly since its inception last June.

The publication announced the change in frequency at a party during the show, attended by many of its key advertising customers such as Borland International, Super Mac and Presentation Technologies.

"Weekly publication definitely makes this book a more attractive buy for us," a representative for one of them said. "We have a compelling story to tell, and we want readers to be in a news-oriented frame of mind when they see our ads," he said.

Readers on the floor of the show also applauded the change. "When you get something every week, you count on it to give you a jump on the marketplace," said Mel Wolicki, a Mac department manager at a major Atlanta-based soft drink company. "It gives you information in time to act." ❑

MacintoshToday
Free
Subscriptions
MacintoshToday
...roducing the
...news publication
...Macintosh market
IDG CC
Free
Subscriptions

Noreen Stanley, associate publisher of Macintosh Today, *talks to an attendee at the IDG corporate booth in a central location of the main exhibit floor at Comdex/Spring.*

Nuts & Bolts

A reminder to U.S. readers of *Update*: all material for the regular insert from the IDG human resources department, *Human Resources News*, including classified ads and job postings, should go directly to Debbie Thistle of that department.

She can be reached at 617-875-5000, extention 416.

❑ ❑ ❑.

The Washington D.C. news bureau of IDG/CI has a new address:

650 National Press Building
529 14th Street, NW
Washington, DC 20045

Telephone and FAX numbers remain the same.

IDG
WORLD
UPDATE

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SPANISH RESEARCH UNIT TAPPED FOR STUDY OF LARGEST NATIONAL COMPUTER MARKET

MADRID — The Spanish government's industry and energy ministry has chosen IDC's Iberian operation to perform the first comprehensive study of the computer market in Catalonia, the largest and most industrial of Spain's provinces.

The unit, Estudios Investigation Y Consultoria Espanoles S.A., will interview management information directors at 1,100 companies in the province to determine what kinds of computers they use, how much they have spent on them and what they are used for, according to Antonio de los Reyes Ibarra, IDC Spain general manager.

Including Spain's most populous city, Barcelona, Catalonia accounts for more than one-fifth of the country's gross national product.

The E.I.C.E. has become well-entrenched with the Spanish government over the last several years since Spain joined the European Economic Community and liberalized many of its practices in dealing with overseas companies, Reyes said. The IDC unit provides all of the data on information systems used by the industry ministry and the Common Market, he said.

It now represents clients such as IBM, NCR, Bull, Wang, Siemens, Apple, Fujitsu, DEC, Olivetti and NEC. ❑

Anniversaries

EIGHT YEARS
Christian Mahler - CW/Germany

SIX YEARS
Jill Dondel-Stevens - IFW
Alejandro de Elizalde - IDC Spain

FIVE YEARS
Kenneth Sutcliffe - IDG/P
Mette Lautrup - CW/Denmark

FOUR YEARS
Maria de A. Leite - CW/Brazil

THREE YEARS
Steve Hietala - IDG
Roland Söderquist - CW/Sweden
David Blackburn - CW/Australia

TWO YEARS
Lisa Hausafus - PCWCI
Valerie Kuletz - PCWCI
Margaret Lepage - IDG/P
Laurence Lemaire - CW/France
Richard Sutherland - CW/London
Luis Sodre - CW/Brazil

ONE YEAR
Carol Donahoe - IDC
Pamela Rogers - CW
Deborah Winders - PCWCI
Cathrin Hayward - DN
Uwe Knierim - CW/Germany

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 19
MAY 29, 1988

SPLIT DIVIDEND

West Coast publications to gain independence

SAN FRANCISCO — The publisher of *PC World, MacWorld, Macintosh Today* and *Publish!*, PCW Communications, has split into four separate business units, the company said last week.

Each publication will operate as an independent unit and will exercise complete budgetary and decision-making autonomy, according to David Bunnell, PCWCI chairman. All will report directly to IDG Communications, Framingham, MA.

"We want our publications to have the independence they need to respond to the needs of a rapidly-changing market as quickly and smoothly as possible," Bunnell said. With the restructuring, he said, each manager will have "true authority on all management and editorial issues."

The reorganization reflects IDG's philosophy away from centralization and toward management of each business as an entrepreneurial unit, according to Pat McGovern, IDG chairman.

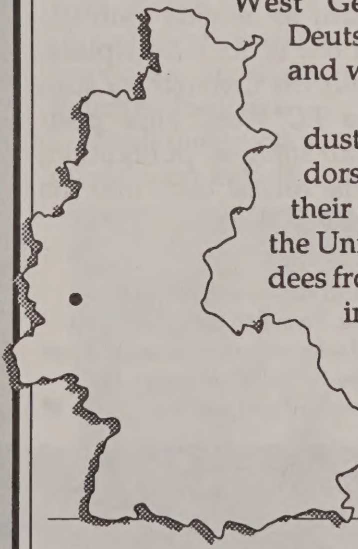
"This is a company of 65 dynamic business units," he

Continued on page 4

WEST GERMANY

OPEN SYSTEMS, CLOSED STANDARDS

German IDC session, largest yet, focuses on pros and cons of uniform systems



FRANKFURT — Complete standardization of equipment and software should not always be the proper goal of the computer industry, a leading West German computer scientist said at IDC/Deutschland's annual briefing session on national and worldwide trends.

Standards, while generally a benefit to the industry, should not be so strict that developers, vendors, users and others cannot build on them to create their own solutions to problems, Dr. Andre Reuter of the University of Heidelberg told more than 250 attendees from some of the largest companies in the country, including both clients and prospects.

"Standards have given us much to define the terms of technical development so that systems can interact," he said. "But sometimes they are more of a straitjacket, lock-

Continued on page 4

PROMISED LAN

Sales increase, thanks to sharpened editorial position

FRAMINGHAM, MA — The IDG newsweekly on computer connectivity, *Network World*, gained 55 percent in ad pages over the first quarter of the year — more than five times the pages increase of its nearest competitor.

Among IDG competitors in the management information systems and communications arena, *Information Week* increased its page count by 9.7 percent and *Data Communications* won 2.8 percent; while *Datamation* lost one percent and *Communications News* dropped nearly a third, based

Continued on page 2

NETWORK WORLD

SALE GAINS...

Continued from page 1

on figures from two industry tracking services, the TA Report and CPAR.

This performance occurred against a drop of 4.5 percent in management information systems and communications book advertising, according to publisher Gary Beach.

"We aren't just riding a wave," he said. "Our performance is real growth, measured in solid market share gains against our competitors over the last year." *Network World*'s share of the communications book market now stands at 20 percent, compared to 14 percent for the first quarter of 1987.

> *"We aren't just riding a wave. Our performance is real growth, measured in solid market share gains."*
> *- Gary Beach, NWW Publisher*

The publication's gain in revenue, $500,000, is seven percent ahead of projections for the year, which themselves called for a 40 percent increased over 1987 performance.

Beach attributed the performance to several factors, chief among them a fine-tuning and repositioning of the editorial product.

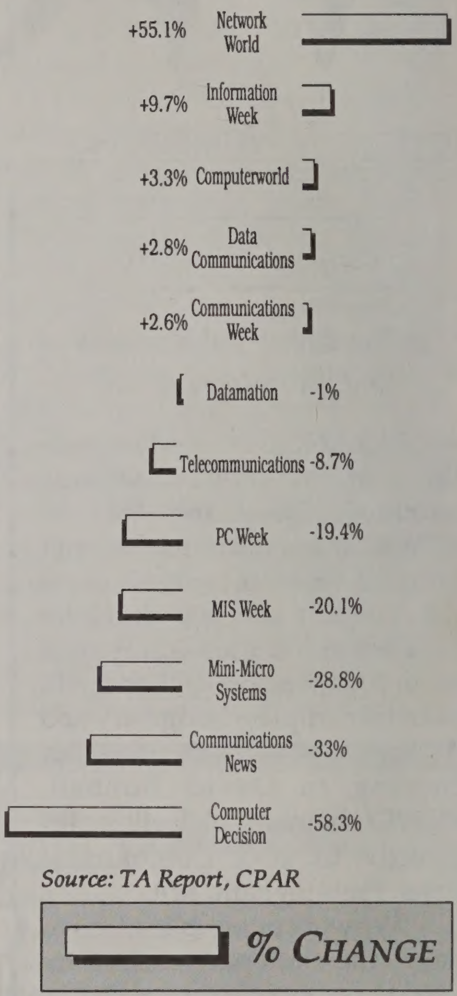
For example, he said, the tagline of the publication, on the front page below the title, was changed late last year to "The Newsweekly for User Networking Strategies" from the more cumbersome "The Weekly for Leading Users of Communications Products and Services."

The new name, Beach said, recognizes the unique nature of the communications marketplace: "This is not a business of gadgets. Instead, we tell our market what the gadgets are good for, and how the products and services fit in with an overall computing strategy."

The publication was also redesigned, he said, to impart a more news-oriented feel. By increasing the number of news columns and using more vertical layouts, the redesign allowed the front page to accommodate more news stories.

As a result, Beach said, *Network World* will likely pick up additional market share as weaker publications drop out of its marketplace. For example, the *Connectivity* supplement to *PC Week*, once positioned as an integral publication, may soon be folded back into the host book, he said. ❑

MIS, Telecom Ad Pages First Quarter 1988



Source: TA Report, CPAR

Network World *staffers processing ad insertion orders. From left: Pam Valentinas, marketing and sales operation manager; Karen Wallace, national account supervisor; and Barbara Hill, account coordinator.* ▼

TRAIN ON TIME

Once catch-as-catch-can, executive development assumes new importance as IDG girds for future expansion

When a small group of IDG managers met last March for the company's first annual Publishing Institute, they learned a host of new ways to do their jobs more effectively.

Some of the material was theoretical, some aimed at practical dollars-and-cents application. But it was all part of an increasing commitment to develop skills through high-quality training. Internal training programs are nothing new to IDG. But only in the last 18 months has the company dramatically increased its focus on executive training.

> *"Practical and theoretical training are equally important to a well-balanced program."*
>
> ***- Bob Miller, Human Resources***

As IDG anticipates its expansion in years ahead, the company must consider its need for highly trained and qualified people, IDG human relations consultant Robert Miller explained. Rather than look to the outside to fill these needs, IDG will depend on its own employees to assume these roles as a matter of corporate policy.

Three reasons underlie this decision, he said. Training is a far more efficient way of finding new talent than recruiting because you already know who your people are, what they can do and how comitted they are to the company's future. It ensures that they learn professional skills within the context of the company's culture. And it costs less — far less — than executive recruiting.

"Corporate training can be roughly divided into two categories," according to Miller, who designed the Publishing Institute and other IDG training programs.

"There is the more tangible side, emphasizing specific applications in different areas of publishing — such as discussions of ad rates, sales brochures, editorial dimensions, and circulation styles. And there is the less tangible side, which deals with leadership and interpersonal communication skills — such as providing motivation and constructive feedback.

Both the practical and theoretical sides are equally important to a well-balanced training program, he said. And as educational methods, both sides stress the importance of having concrete applications in real working situations.

A theoretical training program, Interpersonal Managing Skills seminar, took place in November of 1987. Gary Beach, publisher of *Network World*, attended that two-day workshop; he said it greatly enhanced his ability to communicate effectively.

"Techniques for clear communication and careful listening: these have already helped me get closer to what's happening at Network World, which helps me better manage it."

At March's Publishing Institute, the material was more practi-

Continued on page 6

Attendees of the IDG Publishing Institute, held at Babson College outside Boston, included from top left, Val Landi, associate publisher, Computerworld; *Susan Taylor, publisher,* Computerworld/Australia; *David Topus, national ad sales director,* Federal Computer Week; *Stephen Robbins, publisher,* Run; *Harry Miller, director, Special Projects, PCWCI; Margaret O'Reilly, publisher,* PC World; *David Egan, associate publisher,* Digital News; *Paul Boule, publisher,* Incider; *Susan Gubernat, editor,* Publish!; *Patricia Navone, national ad sales director,* MacWorld; *and Joe Levy, publisher,* CIO. *Front row, Bob Miller, Human Resources, IDG; Richard Ward, publisher,* PC Business World, *UK; Steve Vito, publisher,* PC Resource; *Axel Leblois, president, IDG Communications; Steve Rees, circulation director,* InfoWorld; *and David Chu, publisher,* PC World/Taiwan.

SPLIT...

Continued from page 1

said. "As we grow, we must create organizational forms that let give each business the flexibility it needs. Lean management with clear lines of authority is the best way to do this, not top-heavy corporate staffs."

Each business unit president will be entirely responsible for the performance of his publication, including editorial direction, marketing and sales management and graphic design. Many of these responsibilities had been split up among different senior managers.

Among the new heads of the four publications, Jim Martin becomes president of *MacWorld;* John Griffin, president of *PC World;* and Bunnell, as president of *Macintosh Today* and acting president of *Publish!*.

The plan makes PCWCI a holding company to provide service and support to the four publications. Lee Vidmer, operations head at IDGCI, will become PCWCI president to administer their joint resources. Bart Rhoades, PCWCI president, becomes IDGCI executive vice president, operations.

PCWCI has grown very rapidly over the last four years from a $10 million start-up company to a $70 million publishing group. According to Bunnell, the restructuring will facilitate further growth.

"We've always been a close-knit group of people, with a resistance to formal structures," he said. "That's good for some things, but it does not always make for the most effective sales and marketing organization." ❑

WEST GERMANY

OPEN SYSTEMS...

Continued from page 1

ing us into particular ways of solving a problem and denying us the creativity we need. They can kill markets."

The solution, he said, is open sets of standards which establish a platform for independent systems development without precluding interaction between systems.

> *"We gain credibility for the organization as a source of authoritative research and insightful interpretations of industry trends."*
>
> *- Manfred Frey, managing director, IDC/ Deutschland*

The largest event so far in the IDC series of briefing sessions for the year, the German conference attracted management information directors from drawn from all phases of the country's business community and its computer industry.

Such sessions, according to IDC/Deutschland managing director Manfred Frey, gain credibility for the organization as a source of authoritative research and insightful interpretations of industry trends. The result, he said, is more business inquiries and public visibility.

For example, he said, the session was covered by many major German periodicals, including computer publications such as *ComputerWoche* and *Computerzeitung*, as well as mainstream publications such as *Die Zeit, Capital, Speigal* and *Manager Magazin.*

Software companies, made up the fastest-growing single group of participants. "Just like the industry, IDC pays more attention to software companies because changes in that industry will determine the nature of systems development for years to come," he said, citing the increasing importance of Unix-based systems and desktop publishing in his marketplace.

In other sessions of the conference, IDC analyst Ingrid Schubert forecast that significant growth in the German computer market will come from previously-neglected portions of the industry such has development tools, telecommunications hardware and training.

Software development tools will account for much growth because many German management information systems directors are beginning to apply standardized measures of productivity to their operations, she said.

And IDC/Deutschland honored its eighth annual "Computer Professional of the Year." Dr. Klaus Neugebauer of SoftLab, the first software developer to win the award, was named for two reasons: his company's innovative product line, and for a recent deal making a partner of BMW, the large auto manufacturer.

Such deals, Frey said, can help many of Germany's software companies, typically small operations, gain the benefit of resources for development and expansion denied them by conservative financial institutions. ❑

Special Anniversaries

A number of long-time IDG employees recently celebrated important anniversaries with the company. Three of them have belonged to the organization for 10 years; one of them, for 20. All have seen many changes since coming here, as a small research and publishing operation became a leading force in the information technology industry, with businesses in 36 countries across the globe and more than 100 publications — more than any single company in history.

Acccording to a tradition established many years ago, each of them was picked up in a limousine and taken to lunch at Boston's Ritz-Carlton Hotel by Pat McGovern, company founder and chairman. All except one. Tom Monahan of Computerworld Focus *insisted on lunch at the Chinese restaurant downstairs from the company's old offices where he started and a ride in a local taxicab. He got his wish.*

W. Walter Boyd, president of IDG, has been with the company for two decades. Joining as managing editor of *Computerworld* in 1968, he became executive vice president in 1972. Named president of the former CWCI in 1975, he oversaw much of the company's expansion overseas, including a series of joint publishing. He also presided over *Computerworld's* ascent to the top of the list of all specialized business publications in 1985. President of IDG since 1985, he now directs the corporate accounting department, human resources, the World Expo Corporation, and much of the company's long-range planning activity.

❑ ❑ ❑

Tom Monahan, art director of *Computerworld Focus*, Framingham, has been with IDG for 10 years. Hired as a paste-up artist, he soon became art director of the now-defunct *Computer Business News*. He created the company's central art department and ran it as art director for many years until the company's reorganization in 1987. In addition to his current job, he performs a variety of projects such as trade show design and special publications, and serves as an advisor to many designers in the company.

LOUNGE
COMPUTERWORLD

❑ ❑ ❑

Nancy Shannon, manager of rights and permissions at *Computerworld*, Framingham, has worked at IDG for 10 years. Returning to the work force after 25 years as a homemaker and mother, she started as an assistant to the staff of the president, and became executive assistant herself after a few years. Moving to *Computerworld* as a member of the production section, she has held her current job for five years and has been the receipient of many commendations by her department.

❑ ❑ ❑

Bill Sell, vice president of the IDG Conference Management Group, Framingham, has held a variety of positions since joining the company 10 years ago as a college student. As a special assistant to the chairman when he started, Sell established many of the company's telecommunications systems; he also ran other operational systems such as building management. Moving to the newly-formed CMG in 1985 as director of planning and operations, he played a key role in designing the Comnet trade show for computer connectivity vendors. He became vice president last January.

BOOKS HONORED BY PUBLISHERS' GROUP

LOS ANGELES - Two PCWCI publications won first place awards in two hotly-contested categories at the annual dinner of the Western Publishers' Association.

'Maggie' awards went to *PC World*, named Best Computer Technology Publication; and *Macintosh Today*, named Best Tabloid publication — the first such award for either publication.

Two other publications of the West Coast-based group were runners-up for the awards: *Publish!* and *MacWorld*, both for Best Computer Technology Magazine.

* * *

MANAGING GROWTH SALES MANAGERS' THEME

CAIRO — Creating new products and services can help new publications gain market share as well as increasing revenues, according to many of the 55 attendees of IDGCI's annual European sales managers' meeting.

"Don't think of market share solely as a publication's amount of display advertising compared with [redacted] universe."

Several techniques can help sales managers capture a share of this larger marketplace, he said. Among them, the sale of marketing databases and sales support services can strengthen a book's position with key clients, leading to continued ad space sales.

Citing recruitment advertising in IDG books in German and the United Kingdom, he said such advertising can increase a publication's competitive position in the long term. ❑

LONG RANGE PLANNING GROUPS SUBMIT REPORTS

NATICK, MA — Four IDG committees exploring broad topics affecting the future of the information industry submitted their final reports to the company executive committee on long-range planning.

The reports will be used by the committee for background on significant trends when it meets next month for two days of discussions on the long-term future of IDG, according to its chairman, president W. Walter Boyd.

"Every individual on the committees is to be praised," he said.

The reports are an essential part of the planning process, he said. "The mission of the long-term planning committee is to determine how this company responds to change. We can't do that without the basic facts, statistics and evaluations of trends that the four committees have given us."

The committees, convened last January, comprised IDG employees in the U.S. representing a broad range of disciplines and operating units:

Social, Economic And Political Trends In The United States For The Next Ten Years; Bart Rhoades, *PC World*, chairman.

Jack Edmonston, CW Publications
Kathy Dinneen, CW Publications
Barbara Harris, *PC World*
Ted Kern, CIO Publishing
Lisa LaFleur, IDGCI/Peterborough
Scott Palmer, *Federal Computer Week*
Mary Petrosky, *Network World*
Steve Rees, *InfoWorld*
Gary Rocchio, *PC World*
Steve Twombly, IDGCI/Peterborough
Steve Woit, *Federal Computer Week*

PC Usage, Trends And Market Growth; Eric Hippeau, *Infoworld*, chairman

Pat Kenealy, *Digital News*
Stan Vanocur, *InfoWorld*
Scott Palmer, *Federal Computer Week*
Fritz Landmann, *Computerworld*
Axel Leblois, IDGCI
Aaron Goldberg, IDC
Jim Martin, *PC World*
Jonathan Sacks, *InfoWorld*
David Parker, IDG
Rich Mikita, IDC
Ian Warhaftig, IDG/CI Research Services

Changing Patterns In The Acquisition, Delivery And Use Of Information; Mike Perlis, IDGCI/Peterborough, chairman.

Derek Hulitzky, CW Publications, Co-Chairman
Debbie DePeyster, IDGCI/Peterborough
Jeff DeTray, IDGCI/Peterborough
David Egan, *Digital News*
Nancy Gendron, IDGCI/Peterborough
Ruth Glickman, IDGCI/Peterborough
Steve Moore, *Network World*
Steve Sieck, IDGCIP

Telecommunications; Jim Povec, IDGCI, chairman.

Gary Beach, *Network World*, Co-Chairman
Jim Brown, *Network World*
Oliver Dzigel, IDC
Sharon Fisher, *InfoWorld*
Liz Horwitt, *Computerworld*
Bruce Hoard, Network World Enterprises
Kathy Chim Leong, *Computerworld*
Brita Meng, *MacWorld*
Richard Priante, *Network World*
Tom Swithenbank, IDC

BONUS FOR NEW HIRES UNDER REFERRAL PLAN

FRAMINGHAM, MA — Any IDG employee who refers another employee to most U.S. divisions of the company will receive a $400 bonus under the terms of a new program designed by the IDG human resources department.

"We need good people, and the best source is the people we already have," according to Martha Shea, human resources director and an architect of the program.

The program, effective June 1, pays the fee after the referred employee has worked for the participating division for 60 days. These divisions include the IDG corporate staff, IDG Communications, IDC, Global Data Resources, CW Publishing, IDGCI/Peterborough, *Digital News*, *Federal Computer Week*, *Network World* and *CIO*.

As conditions of the program, both employees, the referral and the referee, must be on the payroll when the payment is made. Returning ex-employees are not eligible for the program until they have been away from the company for more than a year.

As an inducement to participate, the human resources department will conduct a drawing at the end of the year, giving a trip anywhere in the world to an employee who has successfully referred five workers to the company.

Hiring managers are not eligible for people hired by their own departments; neither are human resources managers.

To apply for a bonus, an employee must submit a referral form, available from all human resource departments, to the hiring manager with a resume of the person they are referring. ❑

TRAIN...

Continued from page 3

cally oriented. "For me, the Institute was most constructive as a forum to gain a better understanding of my co-managers' problems," says Susan Gubernat, editor of *Publish!*.

"Watching these people deal with the Institute's hypothetical problems made my respect for their expertise grow enormously," she said, praising the moderator's ability to link these examples with larger issues and with specific actions managers can take to solve problems.

While IDG's executive training programs have clearly been given a big push in the last year, many feel more needs to be done. More investment in training programs of all kinds, are currrently being planned both in the U.S. and at IDG branches abroad.

As part of the effort to broaden the scope of the programs, next year's Publishing Institute, scheduled for January 1989, will include more foreign participants. ❑

IDG WORLD UPDATE

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Anniversaries

ELEVEN YEARS
Susan Gross - IDG/P

TEN YEARS
Bill Sell - CMG
Bob Wescott - CW

EIGHT YEARS
Harriet Brody - IDG
Sinval O. Silva - CW/Brazil

SIX YEARS
Mary Dolaher - IDG

FIVE YEARS
Bruce Charonnat - PCWCI
Michelle Reyes - PCWCI

FOUR YEARS
Doug Norde - PCWCI
Beverly Schneider - PCWCI
Kim Mandel - CW/Argentina
Stefan Liba - CW/Germany

THREE YEARS
Arline Clements - IDC
Frank Gens - IDC
Nancy Dunn - PCWCI
Anne Dillon - IDG/P
Gayle McElroy - CW/Australia
Jackie Kelly - CW/London

TWO YEARS
Evelyn Adenau - PCWCI
Susan Howard - PCWCI
Walter Johnson - PCWCI
Pat Kenealy - DN
Jennifer Anderson - IDC/Australia
Florence Loeillot - IDC France
Flemming Kjaersdam - CW/Denmark
Marie Archie - CW/London

June

IDG
WORLD
UPDATE

VOLUME 18, NUMBER 20

JUNE 7, 1988

NEW CD LAB TESTS FIRST DISKS

PETERBOROUGH, NH — A new test lab run by IDG publication *The CD-ROM Review* has begun operation with the evaluation of its first 25 compact disks, according to the magazine's technical director, Alan Zeichick.

Complete reports on each computer compact disk product, he said, will be sent to all clients of the magazine's CD-ROM Continuous Information Service, a program for companies with an intensive need for performance

Continued on page 4

Technical director of The CD-ROM Review's *Continuous Information Service Alan Zeichick examines the performance of a new, untested computer compact disk.*

DIGITAL NEWS BUYS COMPETING BOOK

BOSTON — IDG's newspaper for DEC computer owners, *Digital News*, has bought its oldest competitor, gaining market share and reaching more readers in its target audience.

In a deal completed late last week, the book bought all assets of *Hardcopy*, the California-based number four publication in the DEC marketplace, including its advertising accounts, subscription lists and editorial rights.

As a result, *Digital News* should command up to 40 percent of the marketplace, making it a strong challenger to *Digital Review*, published by Ziff-Davis Publishing Co., according to Pat Kenealy, publisher.

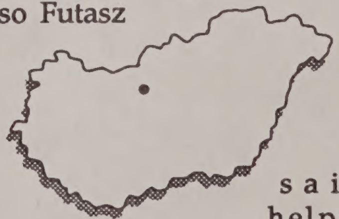
The acquisition accelerates an already rapid growth rate. In less than two years, it came up from last place to second place last spring. With a 60 percent increase in revenues this year, *Digital News* is the fastest-growing publication in the vigorous market for DEC-related advertising.

Digital News staffers are now evaluating the *Hardcopy* readership to see who is qualified to receive the newspaper, and converting as many advertisers as possible into *Digital News* accounts. ❑

HUNGARIANS RHAPSODIC

BUDAPEST — Dominance in computer publishing and a diverse business base made IDG Communications' first company in Eastern Europe profitable after its first complete year of business, according to its managing director.

Each of Computerworld Informatika's publications posted a major share of the total ad space market in their segments of the rapidly-growing Hungarian computer industry, Dezso Futasz said, helping the company achieve a profit of $48,000 for the fiscal year 1987.



Computerworld/SZT, the publication for data processing professionals with 12,000 readers, ran 62 percent of the country's ads for MIS people; *Mikrovilag*, the book for the home and small business market with 30,000 readers, finished with a 57 percent share.

The swift advent of microcomputers powered his company's growth, Futasz said. "Unlike many Western countries, Hungary had

Continued on page 2

HUNGARY

RHAPSODIC...

Continued from page 1

no real computer professional market before the coming of PCs. So once PCs came, they not only took over the computer scene here. In a large sense, they created it," he said.

Hungary now has far more than 30,000 microcomputers, many installed in some of the largest and most important sites in the country, he said. By contrast, he estimates that the country has only 35 large computer mainframe installations.

Computerworld Informatika also publishes four computer industry newsletters: *Trend*, on micro hardware; *Software*, on software; *Edit Top*, on desktop publishing; and *Quick*, an English-language compendium of computer business news, largely from the IDG News Service, for the country's professional and intellectual elite. It also publishes a letter on joint venture business and a line of directories.

Selling for about $200 a year, a large sum in Hungary, these newsletters contribute greatly to the company's profitability, Futasz said. ❑

ACCOLADES TO IDC ANALYSTS

FRAMINGHAM, MA — The highest award IDC bestows upon its market researchers, the annual James Peacock award, went to Kathryn Korostoff of the communications industry research program for excellence in the tradition of one of the operation's most memorable analysts.

The senior market analyst for all network systems and technology research, Korostoff (center) received the award from Tom Swithenbank, IDC president (left); Pat McGovern, IDG chairman (right), in a ceremony in the company's home offices late last week.

"There is no better example of excellence than Kathryn Korostoff," according to her supervisor, Mark Leary, communications program director, in making the nomination. In particular, he praised her conscientiousness, promptness and commitment to turning in top-notch work on every occasion.

Runners up for the award included Nanette Taylor, information system strategies group, Washington; Jeanette Noyes, Link Resources, New York; and Bob Callery, leasing planning services, Framingham.

CURRENTS PROFILES TOP 100 COMPANIES

EMERYVILLE, CA — Seeking closer involvement with the microcomputer industry in each of its three regions, *Computer Currents* has published the first of a planned series of special editions on various topics of special interest to readers in Boston, Southern California and the San Francisco Bay area.

The Bay Area *Computer Currents* 100, published last month, presents a comprehensive report and analysis of 100 personal computer firms in Northern California, ranking them by sales, profitability and market value.

The special section, according to editor David Needle, serves it readers by giving them credible information at a glance about the companies they do business with or work for, now or later. "It's part of our unique role as the paper of record for a disparate but close-knit computer community," he said.

Graphic design of the cover, he said, played an important part in boosting newstand sales of one of IDG's few tabloids sold at newstands. ❑

BAY AREA
COMPUTER
Currents
COMPUTER CURRENTS
100
Special Report:
The Most Comprehensive Analysis of Bay Area Personal Computer Firms Ever
Plus Awards For:
Top Computer Executive
Best Computer Company
Best Up & Coming Company
Best New Hardware
Best New Software
Comeback Company of the Year
Apple's Macintosh Strategy by Thom Hogan
Desktop Publishing Upgrade Solutions
Q&A 3.0
SideKick Plus
Hotshot Graphics
Making Music With Your Mac
Mac News Update

IDG
INTERNATIONAL DATA GROUP

HUMAN RESOURCES NEWS

June 7,1988

Job Opportunities

Revised: June 1, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Group Controller	Framingham, MA	S. Perry	(617) 875-5000
IDG	Accounting & Tax Analyst	Framingham, MA	S. Perry	(617) 875-5000
IDGCI	Advertising Coordinator	Palo Alto, CA	L. Barner	(415) 424-8844
IDGCI	Marketing Partnership Manager	Framingham, MA	D. Thistle	(617) 875-5000
IDC	QuikSurv Telephone Interviewers	Framingham, MA	P. Ross	(617) 872-8200
IDC	Human Resource Manager	Framingham, MA	T. Swithenbank	(617) 872-8200
IDC	Account Executives (2)	Framingham, MA	S. Perry	(617) 875-5000
IDC	Unix Program Manager	Framingham, MA	V. Brown	(617) 875-5000
IDC	GDR & Sales Administrative Assist.	Framingham, MA	S. Perry	(617 875-5000
IDC	Research Analyst (2)	Framingham, MA	A. Boyd	(617) 872-8200
IDC	Senior Analyst	Framingham, MA	R. Segal	(617) 872-8200
IDC	Client Service Representative	Framingham, MA	K. McPherson	(617) 872-8200
CWPI	Design Editor	*Computerworld*, Framingham, MA	B. Laberis	(617) 879-0700
CWPI	Director of Circulation/Promotion	*Computerworld*, Framingham, MA	J. Edmonston	(617) 879-0700
CWPI	Copy Editor	*Computerworld*, Framingham, MA	P. Erickson	(617) 879-0700
CWPI	Advertising Share of Market Analyst	*Computerworld*, Framingham, MA	C. Novack	(617) 879-0700
CWPI	Sales Assistant	*Computerworld*, Paramus, NJ	B. Hockswender	(201) 967-1350
CWPI	Editorial Assistant	*Computerworld Focus*, Framingham, MA	A. Dooley	(617) 879-0700
CWPI	Assistant Chief Copy Editor	*Computerworld*, Framingham, MA	B. Laberis	(617) 879-0700
CWPI	Sales Assistant	*Computerworld*, Paramus, NJ	B. Hockswender	(201) 967-1350
NWW	Data Communications Reporter	*Network World*, Framingham, MA	B. Hoard	(617) 879-0700
NWW	Washington Correspondent	*Network, World*, Washington, DC	J. Gallant	(617) 879-0700
NWW	Account Executive	*Network World*, Natick, MA	J. Pinsky	(617) 879-0700
NWW	Senior Writer	*Network World*, Framingham, MA	T. Gallant	(617) 879-0700
IDG/CI	Associate Editor	*PC Resources*, Peterborough, NH	C. Donaldson	(603) 924-9471
IDG/CI	Art Assistant	PC Resources, Peterborough, NH	R. Frick	(603) 924-9471
IDG/CI	Assistant Review Editor	PC Resources, Peterborough, NH	M. Commendul	(603) 924-9471
IDG/CI	Designer	Run/AmigaWorld, Peterborough, NH	H. Happ	(603) 924-9471
IDG/CI	Advertising Production Manager	PC Resources, Peterborough, NH	D. Apelian	(603) 924-9471
PCW	Administrative Assistant	*PC World*, San Francisco, CA	M. Reyes	(415) 546-7722
PCW	Account Manager	*Macworld*, Paramus, NJ	P. Navone	(201) 967-1350
PCW	Administrative Assistant	*Mac Today*, Natick, MA	L. Hilderbrand	(617) 879-0700
PCW	Telemarketing Manager	*Mac Today*, San Francisco, CA	N. St. Pierre	(415) 546-7722
PCW	Assistant Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722
PCW	Senior Copy Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722
PCW	Account Manager	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Administrative Assistant	*PC World*, Natick, MA	B. Ostrow	(617) 879-0700
PCW	Designer	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Administrative Assistant	*Publish!*, Paramus, NJ	A. Walsh	(201) 967-1350
PCW	Copy Editor	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415) 546-7722
PCW	Distribution Coordinator	*Mac Today*, San Francisco, CA	D. Winders	(415) 546-7722
PCW	Director of Advertising Sales	*PC World*, San Francisco, CA	M. O'Reilly	(415) 546-7722
PCW	Assistant to the Publisher	*PC World*, San Francisco, CA	M. O'Reilly	(415) 546-7722

Job Opportunities (Continued)

Division	Title	Publication / Location	Contact Manager	Phone #
IFW	Boston Bureau Chief	*Infoworld*, Framingham, MA	M. Mason	(415) 328-4602
DNP	Editorial Assistant	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	D. Kennedy	(617) 482-8470
DNP	Copy Editor	*Digital News*, Boston, MA	D. Grober	(617) 482-8470
DNP	Group Circulation Manager	*Digital News*, Boston, MA	A. Rude	(617) 482-8470
DNP	Classified Advertising Rep	*Digital News*, Boston, MA	R. Fischoff	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Marketing Research Specialist	*Digital News*, Boston, MA	J. Dargan	(617) 482-8470
DNP	Sales Assistant	*Digital News*, Boston, MA	R. Fischoff	(617) 482-8470

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/GDR	Susan Perry / Debbie Thistle	(617) 875-5000
CW	Carolyn Favilla	(617) 879-0700
NWW/DN/CIO/FCW	Pam Caplin	(617) 879-0700
CW/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

The *Job Opportunity Listing* is published on a bi-weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

Marketing Partnership Manager

Bright individual with sales experience required to systemize and supervise start-up of exciting advertiser incentive and motivation program for the 50 top IDG/CI U.S. advertisers. Successful candidate will interface effectively with senior level clients and IDG executives to create a responsive contact network within and outside the company. Initial responsibilities will include taking project from concept to actual operation, with real potential for larger sales management responsibilities as program is established. Qualified candidates should contact Debbie Thistle, IDG Human Resources, (617) 875-5000 x416.

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientation on the following dates during 1988:

May 10
June 2
July 13
August 9
September 13
October 11
November 15
December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425 , to schedule for the July 13th
In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date . If you have any questions, please contact IDG Human Resources.

The IDG Employee Stock Ownership Plan

Below is a brief but informative summary of recent improvements to the IDG Employee Stock Ownership Plan.

Vesting Schedule

A new vesting schedule will take effect January 1, 1989. Under this new schedule employees will vest more rapidly.

Number of Years of Service	Vested Interest Under New Schedule	Vested Interest Under Old Schedule
Less than 1 year of service	0%	(0%)
1 year, but less than 2 years	10%	(10%)
2 years, but less than 3 years	20%	(20%)
3 years, but less than 4 years	30%	(30%)
4 years, but less than 5 years	40%	(40%)
5 years, but less than 6 years	60%	(50%)
6 years, but less than 7 years	80%	(60%)
7 years, but less than 8 years	100%	(70%)
8 years, but less than 9 years	100%	(80%)
9 years, but less than 10 years	100%	(90%)
10 years or more	100%	(100%)

If you have at least 1000 Hours of Service in any plan year, (approximately six months of service for full-time employees) you are credited with a Year of Service for vesting purposes. The new vesting schedule will apply retroactively to your Years of Service, meaning, if you were 70% vested under the old schedule you will be 100% vested as of January 1, 1989 (if you are still employed on that date).

Loans to Participants

It is expected that the loan program will begin by October 1, 1988. Loans will be approved only for the purchase of your primary residence, or the payment of medical expenses or educational expenses for you or a member of your immediate family. You will be expected to document both your need for the money for any of these purposes, and your lack of other resources to meet the expenses. Other unforseeable financial emergencies may qualify under very limited circumstances, in the discretion of the Plan Administrator.

The minimum amount of any loan is $2500. The maximum amount that can be borrowed is the lesser of *(1)* 50% of your vested interest in your account or *(2)* $50,000. Any loan that you receive from the plan must be adequately secured.

Loans generally will be for a term not exceeding 5 years. Scheduled repayments of the loan will be withheld from your pay on a regular basis.

Meetings will be held by Ted Bloom, Corporate Controller, and your human resource manager later this summer to better communicate the changes and to address any questions you have regarding the new plan. Exact dates will be scheduled for your division and you will be notified of this schedule by your human resource manager.

Classifieds

FOR SALE — Mercury Cougar, two-tone paint, V6, loaded. Balance of warranty available. Excellent condition. Please call 923-0195 any time.

FOR SALE — 1981 Dodge Omni 024. Very reliable, auto transmission, front wheel drive. $1100. Call Ed at 899-9476 evenings for more information.

FOR SALE — Pontiac Fiero (white), A/C, stereo, low miles. Excellent condition. Please call 923-0195 any time.

FOR SALE — 1984 Honda Prelude - Perfect condition. Silver, 51K miles, electric sunroof, AM/FM cassette, bumper & door guards, alloy wheels. New front tires, brakes, muffler, battery. $7,200. Call Ann at CW, x341.

FOR SALE — Laser - 16 foot, one design sailboat, excellent condition, ready to sail today. Comes with new Hilander trailer. Asking $1500. Call Ken Hoyt, IDC, x238.

CAPE COD RENTAL — Two-bedroom cottage with loft, living room, kitchen, bath, and screened in porch for rent in Dennisport, MA. Walk to beach. $450/week. Call evenings (617) 877-3272.

FOR RENT — Available 6/1/88. 2 bedroom condo in Millbury, MA., minutes to Mass Pike. Includes: fireplace, finished basement, 1 1/2 baths, garage (w/electric opener), deck, refrigerator, dishwasher, washer/dryer. $800 per month. Call Mark at CW, x683.

ROOMMATE WANTED — Two males seek nonsmoker (M/F) to share 3 bedroom cape in Framingham North. No pets. $400 plus one-third utilities. Call 877-0726.

ROOMMATE WANTED — Professional male or female wanted to share a three bedroom house (with one roommate). 2.5 baths, two car garage, inground pool, in residential district Framingham North off of Route 30. $625 pp. Immediate occupancy. Please call Michael Oley at 872-6745, leave message if necessary.

ROOMMATE WANTED — Female roommate wanted to share a two family house in Framingham available July 1. $325 plus 1/2 utilities. Call Diane at IDC x317.

If interested in running a classified ad in *Human Resources News*, please contact Debbie Thistle, IDG Human Resources, x416.

A worthy charity

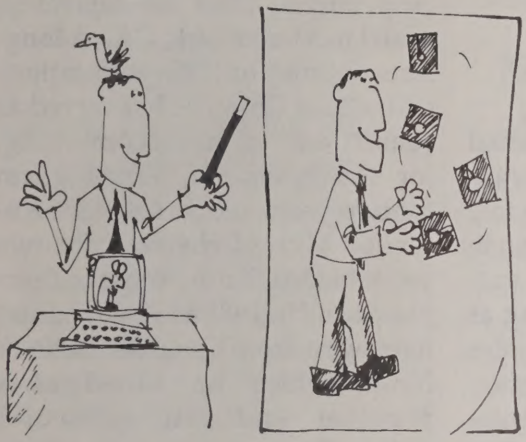
The Massachusetts Coalition for the Homeless will be happy to take old furniture or perfectly workable but obsolete typewriters off your hands. They will come to your home, pick up the items, and give it to someone who is leaving a shelter for a new home. The Coalition can be reached at 482-3733.

AUSTRALIA

NEW CIRCULATION SALESMAN BOOSTS SUBSCRIPTION ORDERS DOWN UNDER

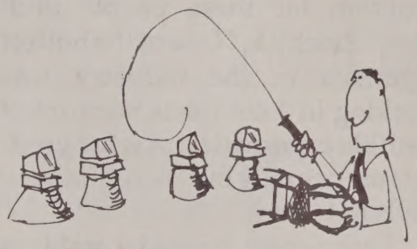
SYDNEY — One of Australia's most famous computer professionals, Walter Wetsdale, has made the big time, thanks to IDG Communications and its publications in that country.

Wetsdale, a cartoon character in the pages of *Computerworld/Australia, Australian PC World* and *Computerworld/New Zealand*, stars in a new book of cartoons published by IDG Communications, *The Walter Wetsdale Annual/1988*, by Sydney area cartoonist Ron Lyons.



Noted for its wry looks at the data processing industry and the people in it, the 'Walter Wetsdale — DP Professional' concept plays a serious role in the subscription sales efforts of IDGCI/Australia as well.

Free copies of the 52-page volume will be offered to charter subscribers of *Computerworld/Australia*, who now receive the publication free, as an incentive to convert to paid subscription. Wetsdale also appears in the book's new weekly subscription forms.



According to Maxine Cyzsnok of IDGCI/Australia, Wetsdale does good work. After only a few weeks, the latter campaign has more than doubled the number of new orders for *Computerworld/Australia*, she said. ❑

PROGRAMS ON HOT INDUSTRY SEGMENT WIN PRAISE, NEW BUSINESS FOR IDC

FRAMINGHAM, MA — Prompted by explosive growth in the workstation marketplace, IDC has launched two new research and analysis programs: the Macintosh Program on the market for the Apple micro; and the Personal Computer Graphics Program on all phases of the micro graphics industry.

Both programs have already won acceptance and respect from IDC clients such as IBM, Polaroid, AT&T and Microsoft, according to Tom Swithenbank, president.

"PC graphics and the Macintosh are two of the most dynamic segments in the workstation market; these programs give us a leadership position in analyzing and forecasting their growth," Swithenbank said.

The Macintosh program, run by John Wardley, includes primary research and analysis of hardware, software, peripheral devices and communications markets for the Apple microcomputer.

> *"These programs give us a leadership position in two of the most dynamic segments of the computer industry." — Tom Swithenbank, president, IDC*

"The Mac is a force to be dealt with, as it has captured 12 percent of the business market in over the past four years," he said, forecasting that this market will grow at 35 percent a year through 1992.

The PC graphics program, under the direction of Joan-Carol Brigham, casts a broad net over several segments including video boards, presentation graphics software, desktop publishing, the color hard copy market, graphical user interfaces and new developments in graphics hardware technology.

"Macintoshes and technical workstations will proliferate in industries once closed to so-called 'specialized' hardware," she said, anticipating an annual growth rate of 33 percent in these markets for the next four years.

By tracking these technologies, IDC enters a volatile market. Vendors operating in it, according to workstation group vice president Aaron Goldberg, need information that's timely and well-targeted as well as accurate. ❑

Disk Test...

Continued from page 1

data and evaluations of disks.

These clients include both users of CD-ROM disks, especially in institutions such as large libraries, and developers and vendors planning their own products for the CD-ROM marketplace.

"There's been nothing like this program for these people until now," Zeichick. "One of the hottest segments in the industry was working in a complete vacuum of credible information of what products are actually out there and how well they work."

Each report, he said, combines quantitative analysis of each product with a subjective appraisal of its performance. Clients of the CIS pay $995 a year for complete access to the Lab's findings.

The new operation, according to IDGCI/Peterborough president Mike Perlis, marks a trend toward IDG businesses creating new products. ❑

IDG
WORLD
UPDATE

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People

William Brandel has joined *Digital News*, Boston, as a staff writer. He comes from Ziff-Davis Publishing Co., where he was a staff writer for *Digital Review*. A veteran of daily journalism, he was news editor for the *Lansing* (Michigan) *Capitol Times* and a reporter for the *Michigan State News*.

❑ ❑ ❑

Steve Robbins has been appointed publisher of *Run* magazine, Peterborough, NH, in addition to his role as publisher of *AmigaWorld*, also in Peterborough. He has held a succession of posts at *Run*, serving as sales representative, national sales manager and associate publisher. He came there as a sales representative at *Microcomputing* magazine. Before entering the computer publishing industry, Robbins was a salesman for a major insurance company.

❑ ❑ ❑

Ed Scannell is the new New England bureau chief for *InfoWorld*, based in Menlo Park, CA. A longtime veteran of IDG publications on the East Coast, he has served as senior editor, microcomputing, for *Computerworld*, Framingham for two years and as software editor for *MicroMarketworld* for two years before that he came to *Computerworld* in 1981 as senior editor, hardware, from *Computer Business News*, which he joined as a reporter and left as senior writer. ❑

Anniversaries

Fourteen Years
Ann Clarke - IDC

Seven Years
Colleen Garland - CW

Six Years
Deborah Colacchio - CW
James Pernock - CW

Five Years
Peggy Nauts - PCWCI
Brenner Fuller - IDG/P

Four Years
Donald Best - IDC
Douglas Barney - CW
Mitchell Betts III - CW
Larry Hilderbrand - PCWCI
Veronica Hradecky - IDG/P

Three Years
Gail Egbert - PCWCI
Sharon van Leuven - PCWCI
Jeff Berlin - IFW
Marlene Hemmert - CW/Germany
Roland Schmitt - CW/France
Maria Ulacio - CW/Venezuela

Two Years
Bradford Goodwin - IDC
Catherine Duffy - CW
Leslie Barner - CW
Felecity O'Meara - PCWCI
Bob Ostrow - PCWCI
Grey Shaw - PCWCI
Katherine Ulrich - PCWCI
Martha Wilkins - IFW
Beth Jala - IDG/P
Lynn Lagasse - IDG/P
Janice Jones - CW/Australia
Lone Reuther - CW/Denmark
Deidre Boyd - CW/London
Gary Williams - CW/London
Tania Vieira - CW/Brazil

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 21 JUNE 14, 1988

PC World Rebounds With Circ Increase

SAN FRANCISCO — After trailing its major competitor by a margin of 3-to-2 in circulation at the end of last year, *PC World* has hiked its ad rate base to 500,000 readers by August — a gain of almost 40 percent.

The increase, according to marketing director JoEllen Bokar, gives *PC World* advertisers an extremely favorable cost per reader compared to rival *PC Magazine*.

Several factors underlie the dramatic rate base increase, circulation director Jeff Ente said.

Response to recent reader promotions has been more than twice industry norms, he said. A new billing process includes the bill for a full subscription with free samples of the magazine. As a result, more people can sign on as soon as they see the product.

PC World has also successfully searched computer product direct mail lists, Ente said, citing new research proving that these customers are well-qualified buyers of PC-related products.

He described all these steps as different ways of exploiting the inherent attractiveness. "It sells itself; we have to take advantage of that." ❑

Newspaper To Sell Unique Database

FRAMINGHAM, MA — The IDG newspaper about computer networking, *Network World*, will next month begin to market a comprehensive database which profiles its subscribers' use of computers and communications equipment.

The Network World Market Information Database, according to publisher Gary Beach, contains information on more than 220 topics, ranging from the readers' job function and industry to their use of data communications equipment and transmission media.

A user can sort the data up to ten different ways, allowing him to generate a customized report on exactly the people and equipment he wants to learn about.

Network World will sell the new service in two ways. It will market the MID as an off-the-shelf product to anyone who wants it, including vendors, users and consultants. And the publication will provide a free customized report to any customer who buys more than $10,000 worth of advertising.

"This kind of service positions us as the provider of the most authoritative information in the marketplace," Beach said. "And that's will help us serve our readers and advertisers more effectively."❑

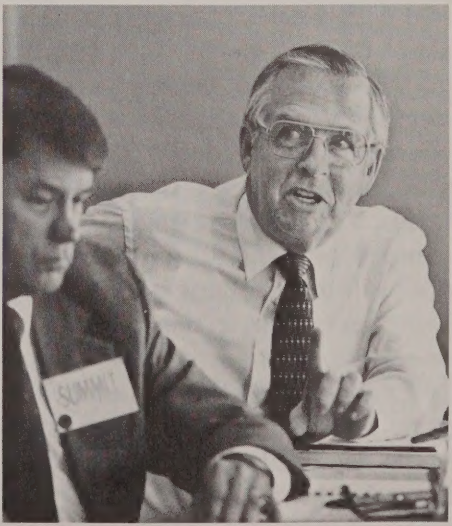
Manifesto Issued At *FedWeek* Conclave

NORFOLK, VA — Fix the way federal agencies buy computer systems and fix it now, government and industry executives told the U.S. government at *Federal Computer Week's* conference for computer users and vendors.

The rules for these purchases are confusing and restrictive, according to 40 recommendations compiled at the Federal Systems Summit, sponsored by IDG's newspaper for federal computer users and a key industry group.

To solve the problem, the con-

Continued on page 2



An attendee of the Federal Systems Summit, Bob Ross, director of the agency liaison office, program division, of the General Services Adminstration, making a point in one of the conference's executive sessions.

MANIFESTO...

Continued from page 1

ference attendees said, the U.S. government must allow computer product vendors and the agencies who want their products to communicate openly and effectively on what products do and what the agencies need.

The conference brought together federal computer users and the vendors who serve them, in a spirit of frank interchange on important issues, according to Steve Woit, *Federal Computer Week* publisher. "That's what our publication does every week -- brings buyers and sellers together." he said.

Its purpose was to position *Federal Computer Week* as a force in the federal computing scene, interested in identifying and solving these issues, he said.

More than 400 people attended the event, split evenly between senior level federal computer users and vendor companies. They came, in part, according to *Federal Computer Week* marketing manager Carole May, so that they could hammer out a set of recommendations of ways to improve the federal computer procurement process.

"Buyers and sellers want to work together," she said. "But the procurement process often pits them against each other as adversaries. And it encourages vendor companies to manipulate the process by filing challenges, making a commercial transaction into a legal one."

Nobody likes this situation, she said. But the federal computing scene has until now lacks a forum that would allow agencies and vendors to talk about the process. Thus, the conference was planned to fill this need for mutual exchange of perspectives. ❑

NEW IMS ADVERTISING CAMPAIGN PITCHES OVERSEAS SERVICES

FRAMINGHAM, MA — A new advertising campaign for IDG's International Marketing Services group hit the streets last week, aiming at both computer industry vendors and the advertising agencies which advise them.

One of the ads, with the headline "Promise the world. And deliver." tells ad agencies about several ways IMS can help them serve clients with overseas sales programs, and offers information about technology marketing in 31 countries, as well as IDG programs in each.

The other, with the headline "PC World USSR: We speak the language." focuses on IDG's new Soviet Union publication as an opportunity for marketers to address a potentially-huge market early in its development. IMS handles ad sales for the magazine.

The ads appeared in trade journals *Ad Week* and *Marketing Computers*. The goal of the campaign, according to IMS director Frank Cutitta, is twofold.

First, it seeks heighted awareness of the Soviet Union as a fruitful marketplace. "The concept has been widely discussed, but it is so novel that we needed this ad to bring it down to earth — to discuss the hard benefits that visibility in the USSR can offer a U.S. company."

Conceding that the Soviet Union now has only a small installed base of microcomputers, Cutitta said prospective advertisers need to know that the market might well expand very rapidly. The ad cites Soviet plans for a million micros by 1990.

Second, the campaign seeks advertising agency business by telling them that effective global marketing takes global support activities that IMS can provide. Few agencies, Cutitta said, offer services such as custom market research, translation and culturalization of products, overseas distributor contacts and export development procedures.

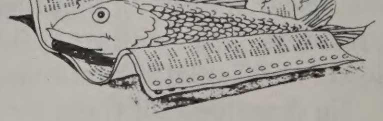
But IDG, as an international company, is in a perfect position to provide such services, he said. ❑

UNIT SELLS IDG PROSPECT LISTS AS ACCURATE, CURRENT, USEFUL

FRAMINGHAM, MA — The list services operation of IDG has rolled out a marketing campaign focusing on the higher credibility and accuracy of IDG's lists of computer professionals compared to those of its competitors.

The campaign, promoted by a a fold-out brochure poking fun at what people could do with do with a bad list — such as wrapping fish — has already posted a higher than expected conversion rate, according to Deb Goldstein, list services director.

IDG's lists are useful because they are drawn from the always updated, highly-researched lists of the companies publications and other business units, she said.



In contrast, many lists are compiled solely to be sold. Thus, their accuracy cannot be checked until they are used. ❑

UNITED KINGDOM

MANAGER REVIVES OFFICES, ATTAIN PROFITABILITY

LONDON — The IDC operation serving the United Kingdom was in trouble when new managing director Lillian Shapiro came on boardthe first day of 1986.

Chairman's Award/IDC

Its parent group, IDC Europa, had just been reassigned to the U.S., leaving the group with almost no local research capability. Clients had no single account person to coordinate their business. A bloated support staff cut deeply into productivity, and thus into profitability.

The office is now highly profitable. Reorganized along account service lines, it is now growing into lucrative new fields. As a result, Lillian Shapiro has been named one of four Chairman's Award winners for IDC.

"Two qualities, vision and operational savvy, seldom exist to such a degree in the same individual," according to Pat McGovern, IDG chairman. "But Lillian has shown both of them. Faced with a tough management situation, she engineered a complete turnaround, and imparted a new mission to the office at the same time."

The profitability of IDC United Kingdom increased by 20 percent in 1986, Shapiro's first full year, and by 56 percent last year. Shapiro credits three reasons for this performance: a staff reorganization, a new custom consulting business, and a reduction in support staff.

A new account management system assigned each of the company's 20 top clients a single account manager to handle all their business. This system, Shapiro said, allowed each account manager to learn about their account business and thus about their need for information. The result: more top-level business.

Custom consulting, she said, breaks away from the practice of selling raw research and instead customizes this research to make it part of a solution to a client's larger strategic problems. "The UK is a mature market. To sell more business here, we must add value to the products we already have," she said.

Reducing support staff did more than save money, she said. It also helped the office become more efficient by making managers directly accountable for the work from their own sections.

In the future, Shapiro said, IDC UK will exploit its new capabilities by helping its clients identify and move into uncontested market niches. ❑

This is the first in a series of articles in IDG World Update *on the four IDC managers winning The Chairman's Award, and their operations.*

Lillian Shapiro, managing director of IDC United Kingdom and a winner of the Chairman's Award.

TELECOMM PROS FAVOR NETWORK BOOK

NEW YORK — The IDG computing network newspaper, the two-year-old *Network World*, has bested its top competitor in a survey of key communications professionals conducted by *The Wall Street Journal.*

The members of the International Communications Association ranked the IDG paper 'most useful publication,' just ahead of CMP's *Communications Week.*

In another category, regular readership, *Network World* placed a strong second place to its competitor, with 79 percent of the ICA members as regular readers — three points behind its rival.

The achievement was "remarkable," according to the research of director of Dow Jones & Co., publisher of *The Wall Street Journal.* No other trade publication in his memory had overtaken a well-established competitor in such a short time, he said.

As a result of *Network World's* gains, the ICA's usefulness rating of *Communications Week* plummeted 20 percent since 1986, the survey said.

Gary Beach, *Network World* publisher, attributed the gains to the publication's point of view in handling news affecting communications professionals.

"We don't simply describe products and call that news," he said. "Instead, we try to determine what it is about any other news event that has a substantial impact upon the network manager's ability to help the people on his system do his job more effectively."

To do so, he said, the newspaper's editorial staff spends a great deal of time talking to its readers and learning. ❑

Corrections

The associate publisher of *Macintosh Today*, San Francisco, is Louise Stanley. Her first name was misstated in a recent edition of *IDG World Update.*

❑ ❑ ❑

Three names were left off the list of members of the long-range planning committee on PC Useage, Trends and Market Growth in a recent edition of *Update.* They are: Serge Timacheff, associate reviews editor; and Michael Miller, executive editor/technology; both of *InfoWorld*; and Jack Hart, vice president/international, IDC. Barbara Harris, member of the committee on Social, Economic and Political Trends, works for IDGCI/Peterborough. ❑

IDG
WORLD
UPDATE

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CONFERENCE GROUP TO OPEN SHOW FOR TELECOMM MANAGERS

BOSTON — Building on its record in conducting trade shows for the computer communications industry, the Conference Management Group will open the Network Management Solutions conference here next week.

More than 500 network managers are expected at the three-day event. According to CMG president Bill Leitch, the conference will provide a forum for network managers to discuss productivity and efficiency of various types of network architectures, and their implications for business computing.

The event will comprise two types of session. A series of panel discussion, chaired mainly by vendor companies, will focus on topics such as the leading network management architectures and the management of high bandwidth systems.

Many of these sessions will help attendees evaluate the contending claims of large vendors in the field, Leitch said. For example, one such meeting will examine the relative strengths and weaknesses of IBM and Digital Equipment's approaches to network management.

"Managers need answers, not hype," he said. "We designed this show to give them the maximum thought content."

In another part of the conference, 12 leading vendors of connectivity equipment and services will demonstrate their products and brief attendees on their use. These companies will include AT&T, Avanti Communications, Cincom Systems, Data Switch Corp., Hewlett-Packard Inc., General Datacomm, Halley Systems and US West.

The CMG is the organizer of Communications Networks, one of the largest trade shows for the networking community. It is now planning next fall's annual CD-ROM Expo. ❑

Anniversaries

FIFTEEN YEARS
Jack Edmonston - CW

TWELVE YEARS
Feliciano da Silva Jr. - CW/Brazil

SEVEN YEARS
Marilynn Raineri - IDC
Patricia Keefe - CW

FIVE YEARS
Peter Bartolik - CW
Derek Hulitzky - CW
Susan Ford - PCWCI
Christine Mair - CW/Germany
Jean-Louis Redon - CW/France

FOUR YEARS
James Gold III - IDC

THREE YEARS
Joan-Carol Brigham - IDC
Linda Holbrook - IDC
Vinnie Napoli - CW
Edward Foster - IFW
Chris Lewis - IDC Europa

TWO YEARS
Susan Egan - CW
Debra Whitney - IDG/P
John Robison - IDG
Debbie Thistle - IDG
Jonathan Epstein - DN
Stefan Karlebo - CW/Sweden
Michael Nickles - CW/Germany
Norbert Rimoux - CW/France
David Harmer - CW/London

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 22
JUNE 21, 1988

PROS RETAKE CONTROL

FRAMINGHAM, Mass. — Management information departments in large companies have recaptured control over how their people select, purchase and use microcomputers, a new IDC study said.

"It was a long time coming, but the professionals have finally reasserted a good measure of the power they had before the advent of the PC," according to Aaron Goldberg, vice president for workstation programs and head of PC Use and Acquisition study released last week.

The study, he said, will be useful to IDC clients who need to know how to market their products to make sure they reach the right audience, and how to design them to appeal to the right person in their customers' organizations.

But the new importance of compatibility and connectivity, Goldberg said, gave the professionals good reason to set standards for the types of computers end users buy and what they do with them.

The study is one of the first of its kind to classify PC purchase decisions according to the size of the installation. ❑

CHINA

MANAGERS' ORIENTATION

HIGH STANDARDS MAKE FOR HIGH PROFIT

BEIJING — Some of the most effective things you can do to improve your publication won't necessarily hurt the bottom line, IDG chairman Pat McGovern told the IDGCI managers' meeting.

"There's a tendency to think that excellence and profitability are, somehow, at loggerheads," McGovern told the more than 75 attendees, from 27 countries where IDG has offices. "But they aren't; rather, they can be complementary."

He specified several relatively

Continued on page 2

CAREFUL GROWTH BRINGS LASTING GAIN

BEIJING — Two themes — the need for growth and the challenge of managing growth effectively — dominated the annual worldwide meeting of IDG Communications managers last week.

The company must grow at more than twice the rate of the computer marketplace, over 30 percent per year, if it is to meet its goal of becoming a $800 million a year company by the early 1990s, according to Axel Leblois, president.

But it must also carefully man-

Continued on page 2

IDG chairman Pat McGovern, planked by IDG Communications president Axel Leblois and China Computerworld *managers, opening IDGCI worldwide managers' meeting.*

GROWTH...

Continued from page 1

age that growth, he said. It must develop the right new markets and occupy the leading position in each one to ensure that each book has the best financial profile.

This is important, he said, because financially healthy publications can best generate the resources needed to invest in growth and take part in the funding of sister publications.

"Growth opportunities will continue to be available, but they will tend to cost more than they used to," Leblois said. "It is important for us to understand the pressures facing us, so that we can become more selective in our investments and push the projects that can contribute the most in the long term."

In one key area, growth will come with new publications carefully targeted to emerging growth markets, such as technical computing, desktop publishing and communications.

Other opportunities for growth or diversification lie in existing publications, he said. Among them, he suggested classified advertising and exhibitions and potential profit-makers as activites which also "help establish the dominance of our publications in their respective marketplaces."

Many successful activities of this type took place this year and last in the U.S. and several other countries, he said.

Commenting on 1987 results, Leblois pointed out that international activities contributed more to the corporate coffers than those in the U.S. for the first time in the history of the company — an event which will likely recur next year.

He attributed this result to two factors. Almost all IDGCI operations produced excellent results for the year, while the company invested heavily in several new publications in the U.S.

The contributions of each group to the company's total revenues should even out by 1990, he said. ❑

SCHOLARSHIP PROGRAM FOR CHINESE STUDENTS

BEIJING — *China Computerworld* has designed a scholarship program for students who demonstrates excellence in computer science and "an enterprising spirit," according to Chen Mingkun, the unit's managing director.

"China needs computer scientists, but that's not enough," he said. "The people who bring the information age to China should be energetic and well-rounded individuals so that they can devote themselves fully to the modernization of our country."

He announced the program at last week's meeting, also the eighth anniversary of his publication.

The winner of the scholarship will be determined each year by a committee comprising *China Computerworld*, the state education commission and the electronics industry ministry. ❑

LEARN, DON'T COMPLAIN

BIEJING — Don't waste time stewing about the competition; instead, talk to your readers to learn what's really going on in your marketplace and why, one publisher said at a meeting of all U.S. managers.

"We shouldn't carp; instead, we should take the fight to them by getting a good handle on what the market really wants and then, by taking a leadership position," said Pat Kenealy, *Digital News* publisher.

What's needed, he said, is a renewed commitment to research, with regular programs to talk to readers, talking to advertisers outside of formal sales calls, and "learning as much as possible about the business forces affecting the people you deal with." ❑

STANDARDS...

Continued from page 1

inexpensive steps which can demonstrably help a publication without great outlays of cash, ranging from training and editorial improvement to readership surveys and raising prices.

Enhancing employees' skills and facilitating an exchange of information, for example, can give the company much more productive employees without expensive recruitment campaigns.

Readership research, he said, can help enterpreneurial publications stay close to their purposes. And it need not be expensive, he said, citing several low-cost qualitative programs used by IDG.

Raising prices can also help, he said. "It sends a message to your marketplace that you must be worth plenty, while dissuading no confident advertisers in the first place," he said.

And increasing the quality of an editorial product, helps in the long run because it builds greater awareness of your publication and over time tells advertisers that the book is an attractive environment for their ads, McGovern said. ❑

UPDATE SPECIAL FEATURE

THE ANATOMY OF A SCOOP

Every newspaper in IDG wants scoops — that is, news stories that no other publication has. Scoops (when they're important news) win readers. Scoops (when they're right) win credibility. Scoops (when they're yours alone) tell readers they have to read your newspaper to keep up with the news.

Getting a scoop, however, is hard work. No inside source leaking top-secret information from a pay phone. No confidential memo in an unmarked envelope. No disgruntled ex-employee spilling the beans over his third highball.

Consider the front page of Digital News *on June 13. Front and center, a story on Digital Equipment raising prices across the line — a big story for the DEC computer owners and managers who read the paper. Unannounced by DEC and not covered in any detail by any other paper in the industry, a scoop. Here's a blow-by-blow account of what went into getting the story.*

JUNE 6. BOSTON. The worldwide shortage of Dynamic Random Access Memory (DRAM) chips has been big computer industry news for the last several weeks, and *Digital News* editor Corey Sandler wants a piece of the action. He assigns west coast bureau chief Len Grzanka to the story.

> *"You've got us on this one," the DEC spokesman says. The statement arrives in a few hours.*

JUNE 8. SAN FRANCISCO. The reporter reports. He calls chip manufacturers, chip users, computer dealers. Anyone who might have a take on the supply of chips and their price. He calls Sandler, tells him to expect a news analysis piece. No scoop.

JUNE 9. BOSTON. 8 A.M. Sandler meets with executive news editor Don Kennedy and chief reporter John Cox to plan the front page. The chip story gets the least important slot.

1 P.M. The chip story was due more than two hours ago. Sandler, frantic, tries and fails to find reporter.

2 P.M. SAN FRANCISCO. The reporter calls in. Scoop potential, he says. A memory board maker tells him that DEC, quietly but systematically, is raising memory component prices. Story soon.

2:30 P.M. BOSTON. The story on a few impending price hikes arrives. No scoop yet, but close. Sandler assigns Grzanka to seek confirmation from DEC public relations people, known as some of the most closed-mouthed people in the industry.

4 P.M. Something clicks in the editor's mind. He checks the price hikes in the story against a public database of all DEC prices. They're there. Why would DEC list them if they haven't (officially) happened yet? Why won't DEC admit it?

5:30 P.M. Sandler, pondering this, warns managing editor David Grober that the front page might change significantly the next day on its way to the printer.

11 P.M. The final front page is produced. No scoop.

JUNE 10, 5 A.M. SAN FRANCISCO. Len Grzanka, heedful of the three-hour time difference between the two coasts, wakes to call DEC. The reply mystifies him. "You've got us on this one," the company says. He'll have a statement from them in two hours — the first reporter to receive official word.

7:10 A.M. The statement arrives, and it's a shocker. Not only has DEC indeed raised a few of its memory prices without announcing it — they've raised prices on almost everything they sell, by as much as 35 percent.

7:15 A.M. Scoop. He calls Boston.

10:15 A.M. Boston, same time. Agreed.

10:16 A.M. Sandler tells his staff to tear up the front page. Grober and art director Vicki Blake reworks the front page to put the scoop in the middle, with a bold blue background to give it visual prominance.

10:30 A.M. Sandler, Kennedy compile representative price hikes to demonstrate the scope of the DEC move to readers. They find

Continued on page 6

$3.95 JUNE 13, 19

The Newspaper for VAX Buyers

Digital NEWS

Sun President McNealy Scores OSF/6

Users Rate Sybase Database System/

Digital Adds FDDI to DECconnect/52

Gantz: The Cost of Owning a VAX/54

NEWS ANALYSIS

DEC Solving OLTP Woes

DECintact work presages summer intro

By WILLIAM BRANDEL

BALTIMORE

Electronic Detente At Enterprise Eve

By STEPHEN LAWTON

ONE NETWORK OF MANY SYSTEMS

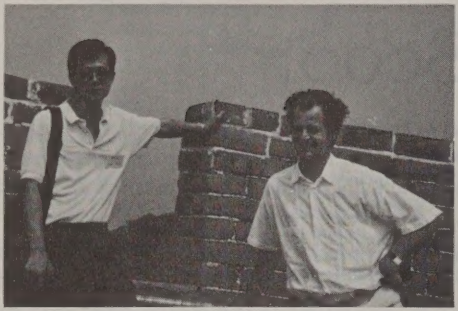
MAYNARD, MASS.

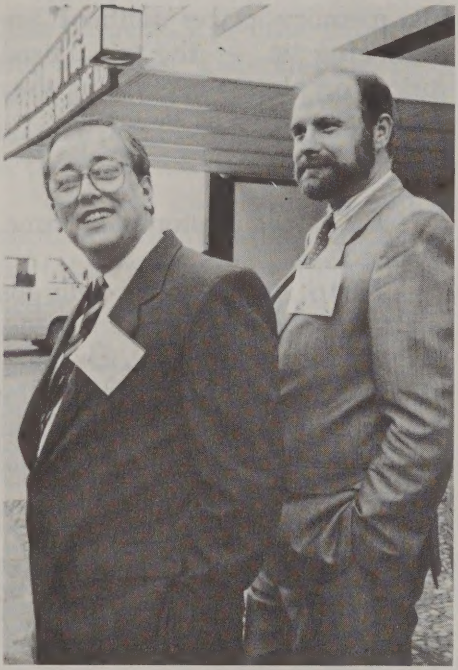
DRAM Crisis: DEC Boosts Prices

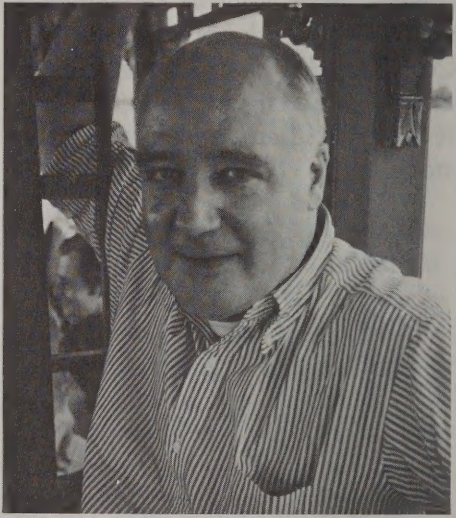
By LEN GRZANKA

Signal's 'Contrary

China Worldwide IDGCI Managers Meeting







CHINA WHIRL -- *Managers of IDG Communications magazines and newspapers gather for a week of meetings, speeches, seminars, planning sessions, and even a bit of sightseeing. Top row, from right: David Chu,* PC World Taiwan; *and Morten Hansen,* Computerworld Norway. *Susan Taylor,* Computerworld Australia; *Meredith Browning and Stan Politi,* Computer Currents *(U.S.); Alan Power, vice president Asia/Pacific; Eric Hippeau,* InfoWorld *(U.S.); Ney Kruel,* Computerworld Brazil; *and David Bunnell,* PCW *(U.S.). Jim Martin,* MacWorld *(U.S.) and Bart Rhoades, IDGCI. Middle row: Francisco Zabala, CW Communications S.A. (Spain); Jean-Louis Redon,* Computerworld Italia; *Leonid Upyr and Eugene Salnikov,* PC World USSR; *and Fritz Landmann,* Computerworld *(U.S.). Bottom row: Jim Martin,* MacWorld; *Frank Cutitta, International Marketing Services; and Mikhail Voladarsky,* PC World USSR; *and Patricia Poupaert and Francois-Xavier Chaussoniere, Computerworld Communications S.A. (France).*

People

Robert Ainsworth Jr. has been named as a group controller for the IDG corporate accounting department, Framingham, Mass. His group will handle accounts for *PC World, Macintosh Today, MacWorld, Publish!, InfoWorld, Computer Currents* and Connell Communications, as well as all corporate travel and accounts payable activities.

He comes to IDG from Inframetrics, Bedford, Mass., where he was accounting manager. A certified public accountant by training, he has also served with Helix, Waltham, Mass. and Alexander Grant & Co., Boston.

* * *

Paul Desmond has joined *Network World*, Framingham, as a staff writer. He comes from Associated Publications, a group of 16 weekly newspapers in suburban Boston, where he served as an editor and reporter. He has been a reporter with *The Patriot-Ledger*, Quincy, Mass., which he joined after his graduation from the University of Massachusetts. He has also worked in a number of positions for Boston Financial Services, Quincy, Mass.

* * *

John Dix, one of the original staff members of *Network World*, has been appointed managing editor of that publication. He had served as associate managing editor/news since the newsweekly opened in early 1986. A veteran of many years with IDG, he came from *Computerworld*, Framingham, where he had been senior editor/communications; and IDC, Framingham, where he had been a technology analyst and executive newsletter editor.

* * *

John Gallant, *Network World*'s previous managing editor, has been promoted to the post of editor in chief. He has been at the newspaper since its inception. He also came to *Network World* from *Computerworld*, where he had served as senior editor/software and services for three years. He came to CW Publishing from *The Middlesex News*, Framingham, after a stint as a daily news reporter.

* * *

Anita Taff has joined the *Network World* staff as senior correspondent for the publication's Washington D.C. bureau. She has worked there for a number of years for *MIS Week*, Fairchild Publishing Co., as a reporter covering legislation and regulation affecting the information industry. Prior to that she had been editor of *Data Channels*, a weekly communications newsletter; she has also worked for magazines published by IBM and Honeywell. Before coming to the industry, she was a copy editor with the *Austin* (Texas) *American-Statesman*.

* * *

Nan Taylor has been named program manager for IDC/Washington's Federal Data Service, Vienna, Va. She has been with the office for more than four years, starting in the production department and becoming an analyst with the FEDS program shortly thereafter. ❑

IDC: EXPERT SYSTEMS ON CUTTING EDGE

AMSTERDAM — Expert systems — computers and software that learn from their own problem-solving experiences — represent the wave of the future for computer installations in Northern Europe, a leading IDC analyst told the company's customers here.

Expert systems can substantially improve productivity for mature computer installations such as many of those in Northern Europe, he told more than 100 attendees of the "Software Market Direction in 1988" conference, conducted by IDC/Benelux, Brussels.

To fairly evaluate such systems, however, users must often rethink biases dating from a time when many so-called expert systems didn't work, he said.

"Many companies in the industry were scared away by the initial reports that expert systems weren't all they were cracked up to be," according to Andrew Walker, research analyst for software and services at the IDC European Research Center, London.

The theme of the session, according to IDC Benelux director Hubert van Onna, was systems integration. Many vendors and corporate computer users in Belgium, Luxembourg and The Netherlands need information on this topic because they are now trying to assimilate microcomputers into larger systems without giving up their benefits, he said.

Such an event helps business, van Onna said. It positions IDC as the source of timely perspectives on the computer industry for people who may well buy more services from IDC. ❑

SCOOP...

Continued from page 3

some prices have jumped as much as 50 percent.

11 A.M. Sandler writes the new story. Cox workes the phone.

11:15 A.M. The new story arrives, proceeds from the newsdesk to the managing editor's desk to the new front page layout by noon — the printer's deadline.

12:20 P.M. The pages go in the airport courier pouch, just 20 minutes late.

JUNE 13. The story appears. *Digital News*, according to publisher Pat Kenealy, wins readers, credibility and timeliness — and the advertising dollars that follow.

Sandler, however, is still displeased. He wanted the scoop to dramatize the news-gathering difference between *Digital News* and its archrival, *Digital Review*. Only one problem. The competing paper didn't even publish that week. ❑

IDG
WORLD
UPDATE

Acting Editor
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Design Editor
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Human Resources News Editor
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Contributing Editors
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CW EDITORS WITH FIRST BOOK ON DEC

FRAMINGHAM, Mass. — Two long-time members of the *Computerworld* editorial staff have written the first book on the second largest company in the information industry and its influential founder.

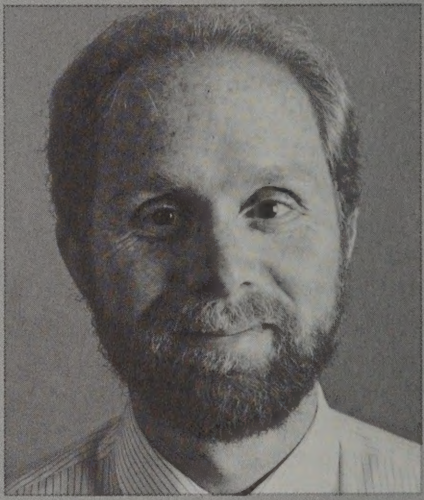
The Ultimate Enterpreneur, by features editor George Harrar and senior editor Glenn Rifkin, chronicles the growth of Digital Equipment Corp., reflected in the career of Ken Olsen, the MIT engineer who founded the Boston-area developer of mid-sized computers 31 years ago.

"Olsen is the only chief executive officer of a large computercompany who has not succombed to 'founders' disease," Rifkin said, noting that Olsen has successfully guided his company from its beginnings to its present stature as a $7 billion corporation.

"As such, his achievement warrants our attention." The authors, both of whom cover DEC extensively as part of their jobs, wrote the book on their own time.

They credit *Computerworld* management, especially editor Bill Laberis, for giving them all necessary support in the 10-month project.

But they had no support whatever from the subject of the book. Olsen himself refused to cooperate with the authors, and directed everyone in his company to do likewise. Published by Contemporary Books, Chicago, the book will appear this fall. ❑



Glenn Rifkin, Computerworld *senior editor*

Anniversaries

TEN YEARS
Debbie Sobin - IDG

EIGHT YEARS
Robin Silverman - IDG
Sumiko Ozawa - IDC Japan
Marilena Maia - CW/Brazil

SEVEN YEARS
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FIVE YEARS
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Patrick Kittler - CW/Germany
Jaqueline Mattei - CW/France
Trevor Lund - CW/London

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 23
JUNE 28, 1988

INFO HEADS' BOOK DOUBLES SALES

FRAMINGHAM, Mass. — Entering summer, traditionally slow for sales, IDG's new magazine for information executives has posted its largest issue yet.

The June *CIO* includes 39 complete pages of advertising, an increase of more than 200 percent over the previous month, according to Joe Levy, publisher of the seven-month-old magazine. As a result, *CIO* is now 10 percent ahead of its plan for the year.

Levy credited three factors for the book's performance: new clients outside of computer communications, its policy of accepting no partial-page ads and its newly-complete sales staff.

"The marketplace has caught on to the fact that *CIO* is a good place to advertise any product or service that companies need to make information a strategic resource, not just communications products," Levy said. New clients include vendors such as NEC, Ricoh and Businessland.

With only full-page ads, *CIO* salespeople can focus their efforts on larger prospects, Levy said.

Its growth also reflects the addition of reps for the Midwest and the West Coast over the spring, Levy said. ❑

TEST CENTER HITS THE ROAD

NEW YORK — More than a dozen microcomputer industry vendors took part in the travelling product test center run by *InfoWorld*, IDG's PC newsweekly, during last week's PC Expo trade show.

Companies such as Rodine, Okidata, LAN Systems and Aba Software all demonstrated their products to the newspaper's staffers, including members of its editorial department and of its newly-expanded product testing facility at it s Menlo Park, Calif., home office.

The *InfoWorld* people suggested ways that these products could more closely meet the needs of the people who use them — that is, *InfoWorld's*

Continued on page 2

Welcome
to the
INFO
WORLD
Regional Product
Test Center

As InfoWorld *staff members look on, a microcomputer product vendor demonstrates his line of personal graphics software at the newspaper's travelling test center in New York.*

OLDEST IDG UNIT NOW INDEPENDENT

FRAMINGHAM, Mass. — The database operation of IDG, the corporation's original business, has broken free of IDC to become an independent business unit this month.

The business, Global Data Resources, will sell a wide range of database products on the information technology business to clients both inside and outside of IDG, according to Paul Earl, head of GDR and its new president and chief executive officer.

Continued on page 2

NWW TO PRODUCE PAY-TV SHOW

FLORAL PARK, N.Y. — A new IDG business unit, The Network World Enterprise Division, Framingham, has signed a deal to co-produce a television series of technology seminars to be transmitted by satellite.

The Computer Channel, based here, and the NWED will air programs on various topics such as computer connectivity, network management and wide area communications, according to Bruce Hoard, NWED managing director.

The IDG unit will develop, plan and conduct the series of programs, envisioned as a set of panel discussions chaired by Hoard; TCC will supply production facilities and personnel.

The seminars will be available on a pay-for-view basis to anyone who has a satellite receiving dish. ❑

TEST CENTER HITS THE ROAD...

Continued from page 1

readers.

"That's the value of an event like this," according to Jeff Angus, test center director and manager of the New York program. "Since we know our readers and how they use the products, we are in an excellent position to advise vendor companies on what they can do to make their products even better."

> *"Since we know our readers, we are in an excellent position to advise vendor companies" - **Jeff Angus, Test Center head***

The travelling test center also acquainted vendor companies with the product review standards practiced by *InfoWorld*, some of the most stringent in the industry.

"We're tough, but fair," according to Michael McCarthy, executive reviews editor. "We owe it to the vendors of products to explain how we work; that we evaluate products not according to solely technical criteria, but by how useful they will be in the field."

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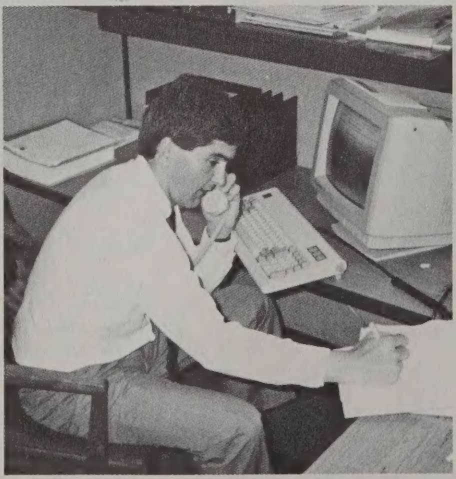

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IDG WORLD UPDATE

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Donald Frazier

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Fredrik Sundwall

Human Resources News Editor
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Contributing Editors
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IDG
WORLD
UPDATE
VOLUME 18, NUMBER 23
JUNE 28, 1988

INFO HEADS' BOOK DOUBLES SALES

FRAMINGHAM, Mass. — Entering summer, traditionally slow for sales, IDG's new magazine for information executives has posted its largest issue yet.

The June *CIO* includes 39 complete pages of advertising, an increase of more than 200 percent over the previous month, according to Joe Levy, publisher of the seven-month-old magazine. As a result, *CIO* is now 10 percent ahead of its plan for the year.

Levy credited three factors for the book's performance: new clients outside of computer communications, its policy of accepting no partial-page ads and its newly-complete sales staff.

"The marketplace has caught on to the fact that *CIO* is a good place to advertise any product or service that companies need to make information a strategic resource, not just communications products," Levy said. New clients include vendors such as NEC, Ricoh and Businessland.

With only full-page ads, *CIO* salespeople can focus their efforts on larger prospects, Levy said.

Its growth also reflects the addition of reps for the Midwest and the West Coast over the spring, Levy said. ❑

TEST CENTER HITS THE ROAD

NEW YORK — More than a dozen microcomputer industry vendors took part in the travelling product test center run by *InfoWorld*, IDG's PC newsweekly, during last week's PC Expo trade show.

Companies such as Rodine, Okidata, LAN Systems and Aba Software all demonstrated their products to the newspaper's staffers, including members of its editorial department and of its newly-expanded product testing facility at it s Menlo Park, Calif., home office.

The *InfoWorld* people suggested ways that these products could more closely meet the needs of the people who use them — that is, *InfoWorld's*

Continued on page 2

Welcome
to the
INFO
WORLD
Regional Product
Test Center

As InfoWorld *staff members look on, a microcomputer product vendor demonstrates his line of personal graphics software at the newspaper's travelling test center in New York.*

OLDEST IDG UNIT NOW INDEPENDENT

FRAMINGHAM, Mass. — The database operation of IDG, the corporation's original business, has broken free of IDC to become an independent business unit this month.

The business, Global Data Resources, will sell a wide range of database products on the information technology business to clients both inside and outside of IDG, according to Paul Earl, head of GDR and its new president and chief executive officer.

Continued on page 2

NWW TO PRODUCE PAY-TV SHOW

FLORAL PARK, N.Y. — A new IDG business unit, The Network World Enterprise Division, Framingham, has signed a deal to co-produce a television series of technology seminars to be transmitted by satellite.

The Computer Channel, based here, and the NWED will air programs on various topics such as computer connectivity, network management and wide area communications, according to Bruce Hoard, NWED managing director.

The IDG unit will develop, plan and conduct the series of programs, envisioned as a set of panel discussions chaired by Hoard; TCC will supply production facilities and personnel.

The seminars will be available on a pay-for-view basis to anyone who has a satellite receiving dish. ❑

TEST CENTER HITS THE ROAD...

Continued from page 1

readers.

"That's the value of an event like this," according to Jeff Angus, test center director and manager of the New York program. "Since we know our readers and how they use the products, we are in an excellent position to advise vendor companies on what they can do to make their products even better."

> *"Since we know our readers, we are in an excellent position to advise vendor companies"* ***- Jeff Angus, Test Center head***

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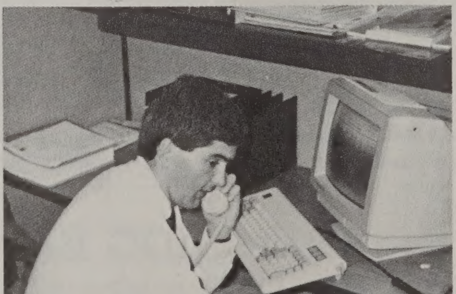

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July

IDG WORLD UPDATE

VOLUME 18, NUMBER 24

JULY 6, 1988

InfoWorld Uncovers Foe's Fib To BPA

MENLO PARK, Calif. — The IDG newsweekly for volume PC buyers, *InfoWorld*, dealt its archrival a major blow last month by forcing it to retract its official statement of who its readers are.

Business Publications Audit of Circulations, the publishing industry watchdog, compelled *PC Week*, Ziff-Davis Publishing Co., to issue a new readership statement after detecting a serious discrepency between the facts and the conclusions it drew from them.

As a result, *PC Week* can no longer claim that it has a lock on the readers who buy large amounts of microcomputer hardware and software, according to *InfoWorld* circulation director Steve Rees, whose letter prompted the BPA inquiry.

"They overtly misrepresented who reads their paper," Rees said. The faulty BPA statement said that *PC Week* readers are individuals who exercise control over the purchase of many microcomputers. *InfoWorld* targets these people as readers too.

But the Ziff newspaper, the

Continued on page 2

Newspaper, Researcher In Joint IBM Study

FRAMINGHAM, Mass. — Two IDG business units have joined forces to analyze one of the year's biggest information technology events, IBM's introduction of a new line of mid-sized computers.

Computerworld and IDC Financial Services, both based here, will present a comprehensive study on the new AS/400 line, commonly known as the Silverlake project, the fall, according to Tony Mambrino, client service representative for the IDC unit.

The study, he said, will reveal how users of IBM's current line of mid-sized computers those of other companies' machines view the new product line, and factors which will figure into their decision to buy and implement the new machines.

In particular, it will explore issues related to migration pathways — that is, how users can connect the new computers to their existing base of mainframes and micros, and what that means for the flow of data within the system.

"This is one of the hottest issues in the MIS community right now because IBM has traditionally been such a major force in it. We need to provide our readers with a sense of direction," according to Bill Laberis, *Computerworld* editor and a partner in the project. ❑

IDC: Speed Wins

PARIS — Fast work by a team of IDC staffers successfully completed a key consulting project for one of the three largest computer companies in the world, winning what the team leader calls "an excellent position" to win a massive contract for the firm.

According to Jack Epstein, vice president/integration group, a multi-national team designed, approved and carried out a high-level trans-Atlantic focus group research project in five days, an effort which usually takes more than a month.

As a result, it produced a final report in less than a week after getting the initial go-ahead. "No other research and consulting group in the world could have carried out such a project on such short notice," Epstein said.

"International capability on this scale simply does not exist outside of IDC," he said. Only a group with closely-integrated research, analysis and consulting staffs, in the U.S. and abroad, could have performed such a project.

The project, a focus group survey of MIS directors' opinions on open systems and uniformity of standards in business computing, was aimed to help the client design a $40 million marketing campaign

Continued on page 3

New *Macworld* Kit Gains Flexibility

SAN FRANCISCO — Sensing that media information kits must be able to change quickly in response to changing conditions, IDG's magazine for the Apple Macintosh has scrapped its old bound kit and replaced it with a looseleaf binder version.

"Just like this industry, a media kit must be a dynamic piece that can evolve as clients' needs change," according to Sandy Vargas, marketing director for *MacWorld*.

Dubbed the Macintosh Business Toolkit, the new media folder can be customized to include a wide range of material of interest to the specific client it's for. As an example, a kit for a terminal manufacturer might include a research study on that market and an analysis of the computer graphics industry's impact upon terminals.

Desktop publishing technology allows the basic content of the kit to change. Adjustments to rate card dates, for example, take only one-quarter the time they used to.

The practice improves service to advertisers, Vargas said. Without the fear of throwing out an entire expensive kit if one key fact changes, the new *MacWorld* kit permits the sales and marketing organization to give its clients a much greater level of detail.

But using desktop publishing technology for a media kit can have pitfalls, Vargas warned. "The technology permits you to do so much, so easily that you have to approach it with discipline."

In particular, she advised hiring a top-notch designer to devise a format that can accomodate different purposes, then adhering to it religiously. ❑

InfoWorld Uncovers Foe's Fib...

Continued from page 1

BPA ruled, had no data to support that conclusion. The reason: it had earlier in the year removed a key question from its reader qualification card about the number of PCs the reader personally acquires. Without the answers to that question, the BPA said, *PC Week* cannot claim to be the publication for individual volume buyers of PCs.

The new *PC Week* statement claims only that its readers work at sites where someone buys many microcomputers. The BPA directed readers to destroy all original copies of the statement.

> *"This is a tremendous success for* Info-World. *It justifies the paper's position in the market as the paper for readers who personally affect purchasing." -* ***David Parker, IDG Analyst***

"This is a tremendous success for *InfoWorld*," according to David Parker, the special assistant to the chairman's office who analyzes trends among IDG competitors. "It justifies the paper's position in the market as the paper for readers who personally affect purchasing." It also compounds hard times for *PC Week*, which is down about 30 percent in ad pages this year compared to last.

Publisher Eric Hippeau, heartened by news of the audit revision, is planning a series of steps to exploit the competitor's weakness, Rees said. Chief among these is an effort to make sure that *PC Week* regular advertisers know about the new audit.

This step is needed, Rees said, because the BPA did not require *PC Week* to recall all of the fallacious statements as it does in most flagrant cases of misrepresentation. Rather, it merely directed that the old statement not be sent to any more advertisers.

"We have our work cut out for us," Rees said. *InfoWorld*, he said, must use the new statement aggressively because *PC Week* will do everything to keep its advertisers from finding out about the revised report.

The Ziff-Davis error, he said, stems from a gamble that it could cut into *Computerworld's* market for computer product advertising. To do this, Rees said, *PC Week* quietly altered its qualification statement in the middle of last year to downplay individuals and stress large computer sites. Meanwhile, it kept its BPA summary intact to compete with InfoWorld.

The gamble failed, he said, leaving the Ziff competitor with a strong position in neither the large computer site market — *Computerworld*'s turf — nor *InfoWorld*'s market of individuals with a great deal of buying clout.

But *PC Week*, one of the computer publishing industry's biggest success stories in 1986 and early 1987, is plotting a comeback. It has entirely reconceived its reader qualification card to exclude MIS considerations and include much information on the micro buying practices of the individual who reads it. ❑

APPLE BOOK GIVES AWAY PRODUCTS, GAINS READER, ADVERTISER NOTICE

BOSTON — Two key groups of people — users of the Apple II microcomputer and the companies that make products for them — benefitted from a product giveaway promotion conducted by *InCider*, IDG's magazine for the Apple II line, at a trade show here last month.

Dozens of the 30,000 people who attended the AppleFest/Boston show won free computer hardware and software from *InCider* drawings throughout the three-day show, according to Dale Strang, national sales manager for the magazine based in Peterborough, NH.

Exhibitors benefitted because the attendees had to pick up the drawing forms at their display booths, giving the exhibitors a chance to show off their products and services.

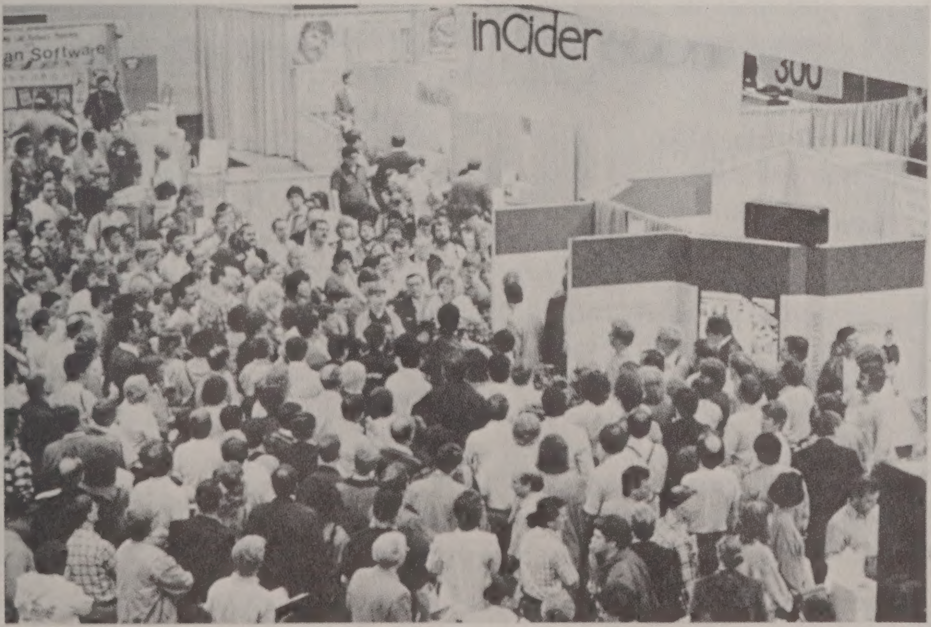
"This program made everybody happy," Strang said. "It made the people at the show happy because they got something for nothing. It made the vendors happy because they got lots of floor traffic at a busy show for donating a few products. And it made us happy because it gave us greater visibility to both groups."

Drawings for the free products took place eight times, announced by an air horn. Each time, hundreds of show attendees thronged the *InCider* booth area, waiting for their chance.

"I had never heard of *InCider* before the show," said Paul Wellard, a business computing teacher from a Philadelphia high school. "But I certainly noticed them at the show every time I ran over to their booth."

The long-term impact of the promotion on *InCider* advertisers will be more difficult to gauge, Strang said. "This kind of an event fosters good relationships with clients by sending business their way with little investment on their part. You can't measure that, but you know it's real every time you go out on a sales call to people who have good memories of you."

Some of the *InCider* clients taking part in the event included WordPerfect, Electronic Arts, Brøderbund and Mediagenic. ❑



Hundreds of AppleFest attendees listen expectantly as Fiona Davies, InCider *classified sales representative, announces the winners of one of the free computer product drawings.*

SPEED, IDC...

Continued from page 1

due to appear this fall.

Acting as project manager, IDC special accounts manager Linda Holbrook coordinated the team which conceived, administered and delivered the project.

Michel Motro, general manager of IDC France, convened a panel of French MIS experts 48 hours after the clients' verbal approval and conducted a five-hour in-depth videotaped session on topics the client needed to probe.

Holbrook oversaw the process of translating the tapes from French to English, dubbing the videotape and shipping the product to the U.S.; Steve Daniel, IDC consultant, interpreted the results and wrote the final report.

Ken Hoyt, the client's lead salesperson, played a key role in securing the assignment, coordinating the work and articulating the study's findings in light of his previous projects on their behalf.

"It was a logistically hellish process," Holbrook said. "But we knew we were the only ones who could have done it." Now, she said, IDC is well-positioned to advise the client, on a wide range of issues.

"As a result of this great start, the client has asked us to develop a full-fledged analytical framework to bring together our mutual view of the issues with ensuing work," she said. The immediate opportunities include a very large survey of customers and prospects in eight countries.

The project also vindicates the practice of handling such projects as a closely-knit team, according to Tom Willmott, IDC head of technology services.

"This process lets us bring together the right mix of skills to do a good clients with global strategies," he said. ❑

People

Robert Deller has joined IDC Washington to direct the Group's Systems and Peripherals Technology Service.

Deller comes from the U.S. Food and Drug Administration, where as deputy director of information systems he developed and managed new computer system applications.

❑ ❑ ❑

Stephen Twombly has gained two new jobs: vice president of IDG/Peterborough and publishing director, *PC Resource*, Peterborough. He has most recently served as group publisher for three of the business unit's books, *Run*, *AmigaWorld* and *InCider*. Before that, he was publisher of *Microcomputing* magazine, director of advertising for IDG/P and a district sales manager for McGraw-Hill Publishing Co.

IDG WORLD UPDATE

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Nuts & Bolts

ACCOLADES TO IDG RECEPTIONISTS

Top three receptionists named

Three IDG receptionists have been honored for showing what a member of the chairman's staff termed "exceptional performance in one of the most important jobs in this company."

The three were chosen by a panel of outside consultants who work a great deal with IDG, according to Valerie Sanclemente, who coordinated the annual award program.

Criteria for selection included efficiency, amiability, discretion, coolness under pressure and, in general, "a degree of professionalism in keeping with their respective organizations."

Each received flowers, and a personal note of congratulation from Pat McGovern, IDG chairman.

The first place winner was Karen McLaughlin, of IDC headquarters, Framingham, Mass., who joined IDC in 1986 as a secretary in the corporate services department. The two runners-up were Mary Curry, *Digital News*, Boston; and Susan Roberts, IDC West, Palo Alto, Calif.

"The very first impression somebody gets of our company and the people in it typically comes from the person who answers the telephone," McGovern said.

"Good work by these people projects well for all of us. It smooths the way for the relationships that make good business." ❑

Corrections

A recent issue of *Update* incorrectly stated that *Computer Currents* is sold on newsstands. Instead, according to circulation director Ron Bertola, it is a free publication displayed on newsstand-style racks.

Anniversaries

TWELVE YEARS
Haines Gaffner - LINK
Terry LeBlanc - IDC

SEVEN YEARS
Bernell Wright - LINK
S. Heriard Dubreuil - CW/France

SIX YEARS
Beverly Poirier - IDG/P

FIVE YEARS
Guier Wright - IDG/P
Barbara Adamson - PCWCI
Peter Bartolik - CW

FOUR YEARS
Bonnie Monte - PCWCI
Hans Marquarot - IDC

THREE YEARS
Nancy Potter Thompson - IDG/P
Rudi Schuster - CW/Germany
Amiel Kornel - CW/France
Andrew Goodey - CW/London

TWO YEARS
Jim Falanga - IDG
Cathy Abes - PCWCI
Anita Amirrezvani - PCWCI
Norman Morey - CW
Ralph Finos - IDC
Randi Hope Weinman - IDC
Kenneth Hoyt - IDC
William Manning - IDC
Analía Guimil - CW/Argentina
Martin Mingley - IDC Europa
Andy Petrasik - CW/London
Petros Pavlides - CW/Switzerland

IDG

WORLD

UPDATE

VOLUME 18, NUMBER 25 JULY 19, 1988

SMALLER STAFF; HIGHER PROFITS

FRAMINGHAM, Mass. — The numbers are in, and they appear to vindicate the decision to substantially reduce the staff of IDG's largest newspaper, *Computerworld*, over the last eight months.

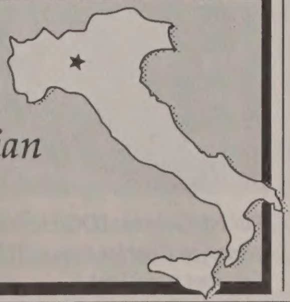
Staff reductions, including layoffs and attrition, have brought the staff from 225 last November to just 190 now. During the same period, *Computerworld* has saved more than $.75 million in salaries alone, not counting overhead and management expenses.

"It was a long and painful process, but the publication is now well on its way to restoring its highly impressive rate of profitability in the early 1980s," according to Matt Smith, vice president/operations for CW Publishing.

Computerworld is now also a

Continued on page 4

Inside: News from IDG's Italian publishing operations



CMG, NWW

WORKPLACE CONNECTIONS

High-level session focuses on network as strategy

BOSTON — Computer network managers in every industry must play a key role in their companies' overall business strategy, the keynote speaker said at the Network Management Solutions conference held here.

Otherwise, according to Howard Frank, chairman of Network Management Inc., they will remain "plumbers, connecting together an ever-increasing number of other people's black boxes."

The conference, sponsored by *Network World* and produced by the Conference Management Group, brought together more than 350 senior network managers to discuss network management strategies and emerging product architectures.

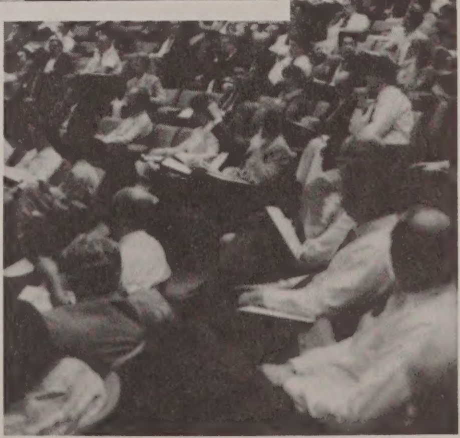
They met for three days of in-depth sessions on management and technical topics, all reflecting the theme that network managers must transcend an exclusively-technical orientation.

Instead, Frank said, they must think of themselves as deeply involved in their companies' strategies.

"This show was a watershed for the network management community because it recognized that their jobs have changed in some very significant ways over the last few years, bringing both challenge and opportunity," according to Bill Leitch, conference organizer and Conference Management Group president.

This event, he said, was

Continued on page 2



CURTAINS AT *MACTODAY*

Market not big enough, Weekly's publisher says

SAN FRANCISCO — IDG's newsweekly for the Apple Macintosh microcomputer marketplace, *Macintosh Today*, has closed its doors less than a year after it first appeared.

"The Macintosh marketplace shows great promise, but it does not yet have the critical mass necessary to support a weekly such as ours," according David Bunnell, PCW Communications chairman and *Macintosh Today* publisher.

He attributed the publication's demise mainly to two factors: the relatively-small number of Macintosh companies available to advertise in the book, and a higher-than-expected level of competition from both weeklies and monthlies. As a result, he said, only a long and expensive fight could make the newspaper sufficiently profitable.

It could reemerge in a new form over the next few weeks, according to Lee Vidmer, PCW president. A committee of senior PCW staffers is now evaluating several options and will make a final report soon. Other PCW books will hire as many *Macintosh Today* staff people as possible, she said.

PCW remains fully committed to the Macintosh marketplace, she said, noting that sister publication, the monthly *Macworld*, has posted significant increases in readership, revenues and ad pages over the last year.

"Mac-only publications may be inherently a monthly marketplace in terms of advertiser spending and readership patterns," she said. ❑

CONNECTIONS...

Continued from page 1

planned not as a product exposition or as a technical gathering but as a high-level executive conference. "It was by invitation only, to a very select group. After all, this was not an everyday trade show."

As such, he said, it was conducted to give maximum opportunity for interaction between the conference attendees and a small number of vendors.

"They came to take part in the dialogue on important issues. The structure we chose for the event ensured that this would happen."

The conference, according to *Network World* editor John Gallant, helps the newspaper by providing a forum for readers to discusss cutting-edge issues and providing information that help them to their jobs more effectively. ❑

The proof of any event's success lies in what the people who were there say about it. Here's what some senior network management executives and show attendees had to say about the Network Management Conference:

"If you can attend only one seminar on network management, this is the one." — Douglas Marlowe, R.R. Donnelly & Sons/Satellite Network Operations

"We loved it. We would not only come back, but we would send more people next time." — John King, MCI Telecommunications

"This conference proves that network maangement is finally out of the closet." —John M. King III, John King & Co.

"The theme was very positive, the information very useful. The conference achieved its objectives." — Bill Vasquez, Racal-Milgo

REVAMPED STAFF WINS AWARD FOR PROFITS

FRAMINGHAM, Mass. — Clients calling IDC Financial Services these days get to talk directly to the person who has what they want instead of placing a request for information and waiting for somebody to get around to it.

The result: faster, better information for the clients — a chance to talk with an expert. And greater efficiency for the IDC group, charged with tracking the worth of its clients' investments in information technology.

These things translate into dollars. For Charles Greco, president, the IDC Financial Services group performance has won the IDG Chairman's Cup given each year to the manager of the most successful U.S. IDC operation.

"This group exemplifies what productivity is really all about," said Pat McGovern, IDG chairman. "It's increasing the productivity of individuals in order to serve customers more effectively, and thus to benefit the performance of the business unit itself."

The business unit has benefitted greatly. Last year its gross income totalled just under $1.5 million, exceeded the plan by more than 250 percent. ❑

Pat McGovern, IDG chairman, presents award to Charles Greco, IDC Finacial Services president.

ITALY

SWEEPING REDESIGN AIDS READABILITY

MILAN — To include more kinds of editorial coverage but improve its overall readability, *Computerworld Italia* has attained a striking new design and layout format.

The publication, starting with the June 23 issue, features a clean, spare look, characterized by an elegant, vertically-oriented typeface in body type and headlines, careful use of white space, thin lines between graphic elements, and stories laid out in blocks that can be easily read at a glance.

Gone are the ponderous sans-serif boldface headlines, the horizontally-oriented body type, the heavy flag-like reverse-type masthead and an unbalanced layout of stories, headlines and art across the page.

"The publication is a hundred times more readable," according to Bill Thompson, an award-winning New York graphic artist who reviewed the results of the design project. "White space between the stories works to define each element; while the lightness of the typeface makes it much easier to read than the previous ink-heavy typeface."

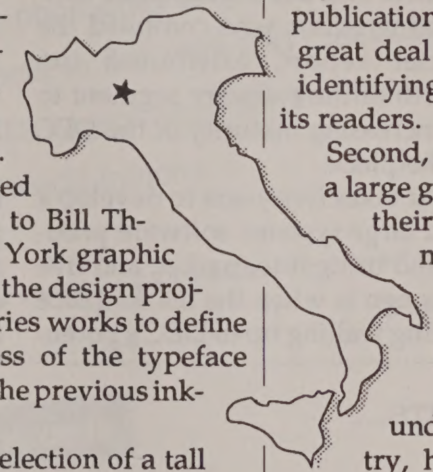
In particular, he praised the selection of a tall serif typeface for headlines, citing the many studies showing that such headlines are much more easily readable than the more fashionable sans-serif style.

These changes all serve a purpose, according the Umberto Costemagna, *Computerworld Italia* managing director.

"Substance is more important than form," he said. "Our readers need a maximum amount of information, packaged so that they can easily find what they want. To do this, we needed a design which was cleaner and clearer, expressing what we see as our rigorous and straightforward approach to the information technology business."

To implement the new design, freelance designer Ria Lussi conducted an extensive set of meetings with the publication's editors and with production manager Carla Caretti to learn how readers use the publication and how its subject matter falls into catagories.

As a result, the new design also developed a cleaner format for presenting the different sections of the publication, easing the ongoing development of new sections as readers need them. ❑



NEWSPAPER, VENDOR CONDUCT JOB FAIR

BOLOGNA, Italy — A joint venture between *Computerworld Italia,* IDG's newspaper for the Italian data processing professional, and Honeywell Bull, one of the largest computer companies in the world, helped more than 850 computer science students find jobs.

The project, a job fair conducted by the two companies, took place here at SIOA, one of the country's most heavily-attended computer industry trade shows.

The event benefitted *Computerworld Italia* in two ways, according to Umberto Costamagna, the publication's managing director. First, it gained a great deal of market visibility for the publication, identifying it as deeply concerned with the careers of its readers.

Second, the event helped build allegiance among a large group of propsective readers as they begin their careers. "Our newspaper says it cares most about the concerns of data processing professionals; what better way to show it than to help them get a foothold in the discipline?"

Several of the people at the event will undoubtedly become influential in the industry, he said, benefitting *Computerworld Italia* over the long term.

The job fair involved several activities to educate young people about opportunities in the DP profession, including live presentations by Honeywell Bull managers, videotapes, printed materials and, of course, interviews. ❑

Ricerca per

COMPUT

19 maggio 1988 Il settimanale per

Ultimissime

Nuovi sistemi Bull

Con l'introduzione della famiglia di mainframe

Amdahl sfond

il tetto dei 10

Il mainframe Am

Sei modelli Cyber e nuova strat

Offensiva "

IL SETTIMANALE PER L'INFORMATICA ITALIANA

COMPUTERWORLD ITALIA

IN QUESTO NUMERO

Convergent in Italia

NetWare per Mac

PostScript

Oracle 6.0

INCHIESTA EDI

Fiat: impegno su due fronti

Odette e Intesa, filoni principali delle attività EDI di Fiat

SENZA EDI È BABELE

INTERVISTA

Olivetti e il CAD

LOTUS CONFERENCE

1-2-3 e dintorni

IBM

AS/400 facili facili...

I NUOVI COMPAQ

Viva il 386! (anche a 16 bit)

IDG

STAMPANTI NEC A 24 AGHI

Top Digital Equipment Market Firms Spotlit, Profiled In New Report

BOSTON—Software has emerged as the fastest-growing segment of the burgeoning Digital Equipment marketplace, according to the fourth semi-annual ranking of its top companies in IDG's DEC buyers' newspaper, *Digital News.*

> *"The Digital News 50 gives us a high degree of timeliness and credibility"* ***- Don Kennedy, News Editor***

Oracle Corp., a Belmont, Calif. vendor of database management software for the DEC Vax line of minicomputers, was the number one DEC marketplace vendor listed in the Digital News 50, published late last month.

The company has grown from annual DEC-related revenues of $43 million last year to more than $88 million in 1988, the report said. The number two spot fell to Intergraph, the Huntsville, Ala. systems integrator for the computer-aided design business; number three was System Industries, a Milpitas, Calif. vendor of storage systems.

John Gantz, noted market researcher and the *Digital News* contributing editor who compiled the special report, attributed the growth of the software segment to the increasing maturity of the DEC marketplace.

"It takes five years to develop a good large systems software product and bring it to market, and five years ago is when the marketplace starting waking up to DEC's potential for general business applications," he said.

All of these products, he said, have now been in use long enough that sales begin to build on each other in what he termed a 'snowball' effect.

Digital NEWS 50

The appearance of the heavily-researched Digital News 50 imparts a high degree of timeliness and credibility to the newspaper, according to Don Kennedy, executive news editor. ❑

Smaller Staff, Higher Profits...

Continued from page 1

much more efficient place, where everybody has a productive job and can make a valuable contribution to the book's success, he said.

Downsizing a staff requires more than letting people go, voluntarily or otherwise, Smith said. It also requires a set of management moves to make sure that work gets done well, and that layoffs take place with the greatest possible concern for the people involved.

Staff reorganization has been the most effective tool to reduce the *Computerworld* staff, Smith said. For example, the production department was revamped under new production manager Leigh Hometh to contract out many services that could easily be done outside the company.

Job redefinition also played a role. The sales staff had fostered seven regional manager positions that involved no active sales activity; these were changed so that each one had sales responsibilities.

Freelance talent can reduce the burden on staff as well. For example, when a promotion department artist resigned, his successor gained a senior rank and a substantial freelance budget, saving one complete position.

"It's an active policy of attrition," Smith said. When a position becomes available, he meets with publisher Fritz Landmann and personal director Carolyn Favilla to determine if it needs to be filled.

"They're filled only if they must be," he said, explaining that many positions cannot be eliminated either because they require management responsibilities or because they involve confidential news sources.

For example, vendor companies often confide in *Computerworld* editorial staffers because they trust that the information will not reach other publications. To encourage this level of confidence, the reporter must be on staff, features editor George Harrar said.

Attrition accounted for only part of the needed staff reduction, Smith said. Layoffs, he said, must be managed carefully so that they do not impinge upon the publication's ability to do good work, the morale of the publication or *Computerworld*'s reputation.

The recent round of sales department layoffs, he said, involved the use of company services to prepare resumes, free job training, generous severance payments and outplacement counselling services, he said. ❑

Your Chance For **WORLD FAME AND FORTUNE**

The 5th Annual

IDG Photo Calendar

Contest

If you work for IDG, anywhere in the world from Caracas to Stockholm, Beijing to San Francisco, enter your best photographs in the 1989 IDG Photo Contest. Winning photos with credit will appear in the 1989 IDG Calendar, and will become part of a travelling exhibition. All IDG employees receive the calendar. So, send your best photographic work to be world famous.

Attention Entrants

Winners will receive

1st Prize: **US$250**, 2nd Prize: **US$100**, 3rd Prize: **US$75**, Honorable Mentions: **(9) US$50**
Winning entries will be included in an IDG worldwide photo exhibition.

Please Note:

1. IDG employees are eligible.
2. Submit: color or black and white - glossy prints or 35mm slides.
3. Entries must be submitted as developed; no retouching can be accepted.
4. Two entries may be submitted.
5. Clearly identify each entry with:
   Your name, business address, and telephone number.
6. Submission deadline: **September 10, 1988.**
7. Please title your photo(s), with location and date.
8. Photo(s) will be returned upon written request.

Please Send Entries to:

Adam Hirsh, IDG Photo Contest
International Data Group, 5 Speen Street
Framingham, MA 01701, USA

HUMAN RESOURCES NEWS

July 19,1988

Job Opportunities

Revised: July 15, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Business Application Analyst	Framingham, MA	S. Perry	(617) 875-5000
IDG	Bookkeeper	Framingham, MA	S. Perry	(617) 875-5000
IDG/CI	Marketing Partnership Manager	Framingham, MA	F. Cutitta	(617) 879-0700
IDG/CI	Sales Assistant	Atlanta, GA	M. Christie	(404) 394-0758
IDG/CI	Account Executive (2)	Emeryville, CA	M. Browning	(415) 547-6800
CWPI	Editorial Assistant	*Focus,* Framingham, MA	C. Favilla	(617) 879-0700
CWPI	Senior Editor	*Computerworld*, Framingham, MA	B. Laberis	(617) 879-0700
CWPI	Andrew Fluegelman Internship	*Computerworld*, Framingham, MA	C. Favilla	(617) 879-0700
CWPI	Atex System Supervisor	*Computerworld*, Framingham, MA	J. Pennett	(617) 879-0700
CWPI	Mailcenter Clerk	*Computerworld*, Framingham, MA	R. Ciliberto	(617) 879-0700
CWPI	Circulation Coordinator	*Computerworld*, Framingham, MA	C. Spach	(617) 879-0700
CWPI	Copy Editor	*Computerworld*, Framingham, MA	S. Ulfelder	(617) 879-0700
CWPI	Senior Editor/Software	*Computerworld*, Framingham, MA	B. Laberis	(617) 879-0700
CWPI	Mid Atlantic Correspondent	*Computerworld*, Framingham, MA	B. Laberis	(617) 879-0700
NWW	Data Communications Senior Editor	*Network World*, Framingham, MA	J. Gallant	(617) 879-0700
NWW	Account Executive/Telemarketer	*Network World*, Natick, MA	J. Pinsky	(617) 879-0700
NWW	Features Writer	*Network World*, Framingham, MA	S. Moore	(617) 879-0700
NWW	West Coast Correspondent	*Network World*, San Francisco, CA	M. Petrosky	(415) 546-7722
NWW	Assistant Managing Editor	*Network World*, Framingham, MA	J. Gallant	(617) 879-0700
NWW	Assist Managing Editor/Production	*Network World*, Framingham, MA	J. Gallant	(617) 879-0700
NWW	Senior Editor/Industry	*Network World*, Framingham, MA	J. Gallant	(617) 879-0700
NWW	Copy Editor	Network World, Framingham, MA	J. Gallant	(617) 879-0700
IDGC/P	Stat Camera Operator/Prod Asst	Peterborough, NH	L. Lagasse	(603) 924-9471
PCW	Account Manager	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Administrative Assistant	*PC World*, Natick, MA	B. Ostrow	(617) 879-0700
PCW	Designer	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Circulation Director	*PC World*, San Francisco, CA	J. Griffin	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415) 546-7722
PCW	Account Manager	*PC World*, Paramus, NJ	J. Edman	(201) 967-1350
PCW	Account Manager	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Research Assistants (2)	San Francisco, CA	R. Ames	(415) 546-7722
PCW	Designer	*Macworld*, San Francisco, CA	C. Burg	(415) 546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722
PCW	Assistant Editor	*Macworld*, San Francisco, CA	N. Dunn	(415) 546-7722
PCW	Account Manager	*Macworld*, Paramus, NJ	P. Navone	(201) 967-1350
PCW	Assistant Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722
PCW	Associate Editors (2)	*Macworld*, San Francisco, CA	A. Mello	(415) 546-7722

Job Opportunities

(Continued)

Division	Title	*Publication* / Locatio n	Contact Manager	Phone #
PCW	Circulation Manager	*Macworld*, San Francisco, CA	D. Orum	(415) 546-7722
PCW	Subscription/Promo Coordinator	*Macworld*, San Francisco, CA	D. Orum	(415) 546-7722
PCW	Associate Editor	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
DNP	Staff Writer	*Digital News*, Boston, MA	D. Kennedy	(617) 482-8470
DNP	Group Circulation Manager	*Digital News*, Boston, MA	A. Rude	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Marketing Research Specialist	*Digital News*, Boston, MA	J. Dargan	(617) 482-8470
DNP	Sales Assistant	*Digital News*, Boston, MA	R. Fischoff	(617) 482-8470
GDR	Sales/Marketing Assistant	Framingham, MA	D. Thistle	(617) 875-5000
GDR	Administrative Assistant	Framingham, MA	D. Thistle	(617) 875-5000

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/GDR	Susan Perry / Debbie Thistle	(617) 875-5000
CW	Carolyn Favilla	(617) 879-0700
NWW/DN/CIO/FCW	Pam Caplin	(617) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

The *Job Opportunity Listing* is published on a bi-weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientations for IDG, IDG/C, IDC, WEC and GDR employees on the following dates during 1988:

May 10
June 2
July 13
August 9

September 13
October 11
November 15
December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425 , to schedule for the August 9th session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date . If you have any questions, please contact IDG Human Resources.

IDG Employee Handbook

The new **Employee Handbook** was recently distributed to all domestic employees (with the exception of PCW which had previously published an Employee Handbook for their division).

The book contains information concerning employment, compensation, benefits and professional development and was designed to be easily updated. Employees will receive revisions as changes occur. If you have not received a copy or have any questions with regard to the contents, please call your division human resource manager.

Incentives

International Data Group enjoys providing our employees with various types of employee incentives. Here are some of the things that are available to you:

- *Discount movie tickets* good at any General Cinema theater. The cost to our employees is $3.00 each.
- Discount passes to *Riverside Amusement Park* in Agawam, Massachusetts.
- Free membership to *BJ's Wholesale Club* who claim to offer name brand items at 5% above wholesale prices. They have locations in New England, New York, New Jersey, Illinois and Florida.
- Free membership with *United Buying Services* who claim to serve your needs at lowest costs available for just about any item from small appliances on up to automobiles. They have locations in Massachusetts, Illinois, Texas and New York.

From time to time, we receive passes for museums, aquariums, symphonies, and comedy clubs.

If you are interested in any of the above services or would like further information, please contact Linda Bowes at IDG. Watch your mailbox for announcements of future "goodies!"

Classifieds

CAPE COD RENTAL - Cape Cod, Dennisport. 3/4 mile from beach, 3 bedroom, 1 1/2 bath, spacious sunroom, Florida room with cable. Stereo, phone, patio with gas grill. Available from August 20 on. Please call Nadia at 879-8040.

BABYSITTER NEEDED - Babysitter needed in Belmont to sit a 4 month-old starting in August. Three days - Tuesday/Wednesday/Thursday from 8:00 - 6:00. Easy access to Rt. 2, 128 and Mass Pike. Willing to share or other arrangements negotiable. For more information, please contact Kathryn Esplin at home 489-4416.

FOR SALE - 1984 Ford Escort L, grey, blue interior, excellent condition, 63,000 miles, sun roof, $2200. Call Marie Bohner, x256.

FOR SALE - IBM Software sale! The following used game software runs on IBM PCs and PCjrs with DOS 2.0 or later and 128K. Joystick optional. (Original disks with instructions). Only $5 to $10 each. Zork , Enchanter, Infidel, Hardball, World's Greatest Baseball Game (256K required), Pitstop, Temple of Apshai Trilogy, Dragonworld, Shamus, Jumpman, Mouser, PC Pool Challenges, and Home Budget for PCjr only. Contact Rick Pastore, CW, X315.

If interested in running a classified ad in *Human Resources News*, please contact Debbie Thistle, IDG Human Resources, x416.

More Workplace Connections

Ideas for Rainy Days:

"What can I do?" "There isn't anything to do!' How often do you hear this asked on a rainy day? Workplace Connections has put together some ideas for toddlers, preschoolers and school age children describing some fun, interesting and inexpensive ways to beat the "rainy day" syndrome. For anyone interested in obtaining a copy of these ideas, please call Debbie Thistle at IDG x416. Beat the blahs!

AUSTRALIAN NEWSPAPER MARKS DECADE BY FIELDING LARGEST ISSUE YET

SYDNEY — Celebrating its tenth year in print, IDG's Australian newspaper for data processing professionals posted its largest book ever, a 172-page issue ranking as the fourth-largest tabloid ever published by IDG.

Advertisers flocked to the anniversary edition of *Computerworld Australia* for two major reasons, according to publisher Susan Taylor: they like the book's readership base, and they wanted to appear in a special setting of a commemorative issue.

"Our publication is the only one in its market to significantly reflect the new importance of the microcomputer to data processing executives," Taylor said. "As such, it offers the right environment for ads from the companies selling all kinds of products, ranging from mainframe development tools to micro expansion boards."

Competing publications, she said, have tended to focus either on the individual micro user or large computer systems. With more than 17 major computer publications serving a population of just 15 million people, Australia is one of IDG's most competitive marketplaces, in the world.

The anniverary issue includes a special section on the history of the data processing scene in Australia, as reflected in the covers of the newspaper over the years. It also features a photo section on the process by which *Computerworld Australia* is written, produced and marketed.

"This is a relatively small, close-knit country; we view ourselves as part of a community with our readers." Thus, she said, the special section helps foster a bond between publication and reader. ❑

IDC WITH FIRST GUIDE TO DEC

FRAMINGHAM, Mass. — The IDG market research group has published the first comprehensive directory of the second largest computer company in the world, Digital Equipment Corp.

Called *Digital: The Continuing Challenge*, the IDC report contains detailed descriptions of all of the company's divisions and product lines, with an emphasis on new product development.

"No other company has pulled together all of the information about Digital into one place to serve as a central resource about the company," according to Steve Widen, manager of the DEC Advisory Service and project director.

Computer industry vendors and large-volume users of DEC equipment, he said, will all benefit from the report to guide their dealings with the highly-decentralized company. ❑

ANALYST COMPILES COMPLETE LISTING OF LEADING MARKET RESEARCH FIRMS

FRAMINGHAM, Mass. — The company's publishing research services unit has developed and published a complete directory to U.S.-based information technology research firms to be used by all IDG Communications managers.

Many company's staffers, especially editors and marketing directors, have already found the project highly useful, according to Ian Warhaftig, personal computer market analyst for IDGCI Research Services.

"There's a wealth of information out there, all assembled in different ways on different subjects for different audiences," he said. "Since many of the people here are voracious users of information, they should have access to as much as possible."

The 31-page document, the *Report on Computer Industry Research Firms*, profiles 52 companies which follow developments in the computer industry and analyze them, such as Dataquest, The Gartner Group, Forrester Research and IDG's International Data Group. It lists areas of expertise and contact information for key markets.

Marketing people for the IDGCI publications can use the information to compile reports on marketplace trends. Such reports, used in sales presentations and in marketing literature, must be assembled quickly so that sales materials can reflect current events affecting their customers.

Editorial people can use the list as a reference guide to the market research industry. Armed with the contact information, reporters for the publications can seek out experts on the markets they cover, both for news tips and for perspective on computer industry news.

The report, already circulated to the company's managers, is available to anyone in IDG. ❑

Nuts & Bolts

CORPORATE COMMUNICATIONS SEEKS INTERN

A unique opportunity to learn about publishing for the information technology industry

IDG Corporate Communications, the publishers of *IDG World Update,* is offering a year-long internship to a young person anywhere in the world who wants to play a key role in everything the department does.

As the strategic communications arm of one of the most diverse and energetic companies in the world, we're involved in a wide range of programs and projects affecting the future of the information technology scene across the globe.

Here are some of the characteristics we're looking for:

- Genuine interest in communications and the media. Not necessarily in the computer publishing business; but if so, so much the better.

- Excellent communication skills. Written and spoken English necessary, but mainly the ability to make oneself clearly understood.

- Demonstrated aptitude and ability in graphic design.

- Experience and aptitude for working with the Apple Macintosh microcomputer.

The person we find will work in our Boston-area offices, starting September 1, and will be responsible for his or her own lodgings and transportation. Pay: not great, but very good. For non-U.S. citizens, we will help with work papers; but the person will be responsible for obtaining all needed clearances from their home country.

Working with us will be a valuable working experience as part of a small dynamic team deeply involved in a wide range of interesting assignments. As such, for the right person this internship is a once-in-a-lifetime professional and personal opportunity.

If you know someone who might be interested, please ask them to contact Fredrik Sundwall for details. In the U.S., 508-875-5000, or electronic mailbox IDG.F/SUNDWALL. ❑

IDG WORLD UPDATE

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Design Editor
Fredrik Sundwall

Human Resources News Editor
Debbie Thistle

Distribution Manager
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IDG World Update is published weekly for the employees of International Data Group. *Update* encourages participation from employees. Please address all correspondence to: *IDG World Update,* International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex: 95-11-66-651; Fax: 508-879-4681; On-Tyme mailbox: IDG.F/SUNDWALL.

Anniversaries

TWENTY YEARS
Bill Leitch - World Expo

FIFTEEN YEARS
Kathryn Dinneen - IDGCI

TEN YEARS
Ute Elmaner - CW/Germany
Barbara Howell - CW/Australia

EIGHT YEARS
Janet Sparre - IDC

SEVEN YEARS
Maureen Sullivan Falzone - CW
Kathleen Heeney - LINK

FIVE YEARS
Lee Trevio - PCWCI
Mary Chaves Ibrahim - IDGCI
Alan Dufty - IDC Europa

FOUR YEARS
Francis Pearce - CW/Asia
Stephanie Schopenhauer - CW/Germany
Monique van Drunen - IDC Benelux
Lars Mieritz - IDC Scandinavia

THREE YEARS
Sharon Frederick - IDGCI
David Rosen - LINK
Nancy Salwen - IDG/P
Egon Margraf - CW/Germany
Andries van Elk - CW/Netherlands
Ney Kruel - CW/Brazil
Gregor Henger - CW/Switzerland

TWO YEARS
Julie Cooke - CW
Gail Potthoff - CW
Alan Ryan - CW
Robert Diftler - PCWCI
Richard Landry - PCWCI
Rosanne Reynoso - PCWCI
Daniel Tynan - PCWCI
Adam Rude - DN
David Parker - IDG
Renate Regnet - CW/Germany

August

IDG WORLD UPDATE

VOLUME 18, NUMBER 26 AUGUST 2, 1988

BOOK BOOSTS SHOW TO THE MACS

SAN FRANCISCO — Boasting its largest issue yet, IDG's publication for the Macintosh microcomputer market has planned an unusually ambitious set of activities to make the most of its largest trade show of the year.

The magazine, *Macworld*, will conduct an awards presentation and the largest party to take place at Macworld Expo, scheduled for next week in Boston. It will give away 3,000 copies of the show issue, a 440-page edition with 265 ad pages. It will conduct a hospitality suite at the show site, and will compile a video magazine featuring the show's top products.

"Pulling out all the stops sends a message to the marketplace, readers and advertisers alike, according to Jim Martin, the publication's publisher. "It demonstrates that we're fully committed to the Macintosh marketplace and meeting the needs of its community."

The awards program in particular, he said, is intended to show readers that the *Macworld* staff recognizes well-designed products which can help them become more productive in business applications, he said. ❑

IDC

RESEARCHER EXPANDS, TURNS PROFIT

EAS GOES GLOBAL

FRAMINGHAM, Mass. — One of the newest services at IDC, the Executive Advisory Service, went global last month with the launch of an international division.

Executive Advisory International will provide a wide range of high-level consulting services to clients in Europe, Asia, Australia and Canada, according to Tim Caffrey, the group's support director.

These services, he said, will include strategic planning of information technology installations, technology and industry assessment, financial planning and the analysis of vendors and equipment.

It will deliver this information in two forms: in published reports such as the Computer Industry Report and selected IDC research reports and bulletins; and in customized reports.

But the major benefit of the service, Caffrey said, lies in its ability to assess a manager's need for information.

"There's so much out there that we can offer a valuable service by making sure that the information that crosses a manager's desk is, in some sense, targeted," he said. ❑

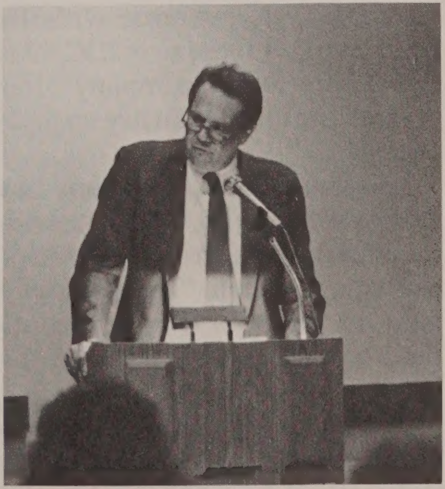
TSG REBOUNDS

NATICK, Mass. — The largest operating group of IDC, the Technology Services Group, has rebounded sharply over the first half of the year, making its plan and posting a $410,000 profit.

These results, according to IDC president Tom Swithenbank, mark "a significant achievement in light of the group's performance over the last few years."

The turnaround results from the business unit's increasing level of expertise in the markets it covers, and its knowledge of how its

Continued on page 2



Tommy Heinsohn, famous former basketball coach, addresses IDC's Technology Services Group on successful teamwork.

REBOUNDS...

Continued from page 1

customers use information, said Tom Willmott, the group's senior vice president.

"This business is changing; now, it requires more than lots of numbers, readily on hand," he said. "Our customers need intelligently- packaged, well-targeted information; we've taken several steps to give it to them."

To do so, he said, IDC technology services has taken several measures meant to beef up its staff. This move, he said, has contributed to revenues by enhancing client renewal rates and convincing many clients to buy access to more services.

These steps included the hiring of several senior level people, a 17 percent increase in the number of IDC analysts, a stable executive team, a higher company profile and the opening of new sales offices in Los Angeles and Austin, Texas.

"The addition of senior staff here translates directly into dollars and cents," Willmott said. Such staffers, he said, are invaluable as a source of perspective on the information technology business.

Increasing the number of IDC analysts has benefitted both the quality and the quantity of research reports. In a break with the past, many of these new IDC analysts came to the company after several years of industry experience.

A stable executive team has aided productivity, Willmott said, by imparting a consistent sense of strategic direction. "This company is in the midst of change; people need to have a steady hand at the helm."

A higher corporate profile has also aided sales of IDC products; Willmott said, crediting a successful public relation campaign. ❑

Meredith Browning has been named publisher of IDG's magazine for desktop publishing applications, *Publish!*, San Francisco. In this post she will oversee all marketing and editorial activities for the magazine, the leader in the desktop publishing marketplace.

She comes to *Publish!* from another IDG publication, *Computer Currents*, Emeryville, Calif., where she was associate publisher. She had run her own San Francisco-based publishers' representative firm two years. The post for *Computer Currents* marked a return to IDG for Browning; she had served as advertising director and as an advertising account manager for *PC World*, San Francisco.

* * *

Kathryn V. Dineen has been appointed vice president/research for IDG Communications, Framingham, Mass. In this position she will provide publishing and advertising research services to the company's publishing groups throughout the world; she had been the company's research director.

A veteran of IDG, she joined the research department of *Computerworld*, Framingham, in 1973. She has also worked as a research assistant for IDC, also in Framingham. Dineen serves as IDG/CI's member representative to the Advertising Research Council.

* * *

Donald Frazier has been named editorial manager of IDG Corporate Communications. In this post he will supervise all written materials of the company's communication activities, both internal and external, including supervision of *IDG World Update*. He will also coordinate public relations projects for the company's business units.

He comes from G/R Public Relations, Boston, where he ran the technology accounts group. Frazier has been a reporter and editor for newspapers such as *Newsday* (Melville, N.Y.) and the *Boston Herald-American*; and for computer publications such as *PC Week* and *Digital Review*,Boston.

* * *

Gail Odeneal has been promoted to vice president/database development for Global Data Resources, Framingham. In this capacity, she oversees GDR's core databases, including data acquisition and the maintenance of standards. She had been director of the operation. Before joining GDR, she had spent five years as corporate director of direct marketing services for CW Communications.

* * *

Richard Schreiber has joined IDC as vice president of all U.S. systems research activities. In this capacity, he will direct all U.S. vendor research activities, working with the U.S. user systems research unit and reporting to the Worldwide Systems Research group.

A veteran of a wide range of firms in the information technology industry, Schreiber brings experience in several key areas such as minicomputers, Unix-based systems and transaction processing. He has held a variety of posts in sales and produce management for companies such as Digital Equipment Corp., Data General Corp., Perkin Elmer Data Systems and Prime Computers. ❑

Human Resources News

August 2, 1988

Job Opportunities

Revised: July 28, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Collection Representative	Framingham, MA	J. Boviard	(508) 875-5000
IDG	Bookkeeper	Framingham, MA	S. Perry	(508) 875-5000
IDG/CI	Marketing Partnership Manager	Framingham, MA	F. Cutitta	(508) 879-0700
IDG/CI	Account Executive (2)	Emeryville, CA	M. Browning	(415) 547-6800
CWPI	Andrew Fluegelman Internship	*Computerworld*, Framingham, MA	C. Favilla	(508) 879-0700
CWPI	Senior Editor/Software	*Computerworld*, Framingham, MA	B. Laberis	(508) 879-0700
CWPI	Mid Atlantic Correspondent	*Computerworld*, Framingham, MA	B. Laberis	(508) 879-0700
CWPI	P/T Sales Assistant	*Computerworld*, Burlingame, CA	N. Zekman	(415) 347-0555
NWW	Account Executive/Telemarketer	*Network World*, Natick, MA	J. Pinsky	(508) 879-0700
NWW	Features Writer	*Network World*, Framingham, MA	S. Moore	(508) 879-0700
NWW	West Coast Correspondent	*Network World*, San Francisco, CA	M. Petrosky	(415) 546-7722
NWW	Assistant Managing Editor	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Copy Editor	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Staff Writer	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
PCW	Account Manager	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Typesetter	*PC World*, San Francisco, CA	E. Hament	(415) 546-7722
PCW	Designer	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Circulation Director	*PC World*, San Francisco, CA	J. Griffin	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415) 546-7722
PCW	Account Manager	*PC World*, Paramus, NJ	J. Edman	(201) 967-1350
PCW	Research Assistants (2)	San Francisco, CA	R. Ames	(415) 546-7722
PCW	Administrative Assistant	San Francisco, CA	E. Bokar	(415) 546-7722
PCW	Administrative Assistant	*PC World*, Natick, MA	B. Ostrow	(508) 879-0700
PCW	Administrative Assistant	*PC World*, San Francisco, CA	S. Van Leuvan	(415) 546-7722
PCW	Designer	*Macworld*, San Francisco, CA	C. Burg	(415) 546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722
PCW	Assistant Editor	*Macworld*, San Francisco, CA	N. Dunn	(415) 546-7722
PCW	Account Manager	*Macworld*, Paramus, NJ	P. Navone	(201) 967-1350
PCW	Associate Editors (2)	*Macworld*, San Francisco, CA	A. Mello	(415) 546-7722
PCW	Circulation Manager	*Macworld*, San Francisco, CA	D. Orum	(415) 546-7722
PCW	Subscription/Promo Coordinator	*Macworld*, San Francisco, CA	D. Orum	(415) 546-7722
PCW	Associate Editor	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
PCW	Copy Editor	*Publish!*, San Francisco, CA	B. Monte	(415) 546-7722
PCW	Editorial Assistant	*Publish!*, San Francisco, CA	J. Felici	(415) 546-7722
DNP	Staff Writer	*Digital News*, Boston, MA	D. Kennedy	(617) 482-8470
DNP	Group Circulation Manager	*Digital News*, Boston, MA	A. Rude	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Sales Assistant	*Digital News*, Boston, MA	R. Fischoff	(617) 482-8470
DNP	Staff Writer	*Digital News*, Boston, MA	C. Sandler/D. Kennedy	(617) 482-8470
GDR	Administrative Assistant	Framingham, MA	D. Thistle	(508) 875-5000
IFW	Advertising Sales	*Computer Currents*, Framingham, MA	M. Schultz	(508) 879-0700

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/GDR	Susan Perry / Debbie Thistle	(617) 875-5000
CW	Carolyn Favilla	(617) 879-0700
NWW/DN/CIO/FCW	Pam Caplin	(617) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientations for IDG, IDG/C, IDC, WEC and GDR employees on the following dates during 1988:

August 9
September 13
October 11
November 15
December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 4th Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425 , to schedule for the August 9th session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date . If you have any questions, please contact IDG Human Resources.

Congratulations...

...to Mary Lou Dwyer of the IDG Accounting Department!!! Mary Lou is the first employee to refer a successful applicant. The successful referral was made in July. She will receive $400 for the referral plus a piece of the puzzle. which could potentially win her a trip to anywhere in the world valued at $2000. Just think, this time next year Mary Lou could be sipping pina coladas on Waikiki Beach! So come on all you eligible employees! You don't want to miss out on all the fun, do you? It could be *you* sipping those hawaiin drinks!

For details and information on how you can qualify for an employee referral bonus please contact your human resource department.

Classifieds

BABYSITTER NEEDED - Babysitter needed in Belmont to sit a 4 month-old starting in August. Three days - Tuesday/Wednesday/Thursday from 8:00 - 6:00. Easy access to Rt. 2, 128 and Mass Pike. Willing to share or other arrangements negotiable. For more information, please contact Kathryn Esplin at home 489-4416.

FOR SALE - 1984 Ford Escort L, grey, blue interior, excellent condition, 63,000 miles, sun roof, $2200. Call Marie Bohner, x256.

FOR SALE - IBM Software sale! The following used game software runs on IBM PCs and PCjrs with DOS 2.0 or later and 128K. Joystick optional. (Original disks with instructions). Only $5 to $10 each. Zork , Enchanter, Infidel, Hardball, World's Greatest Baseball Game (256K required), Pitstop, Temple of Apshai Trilogy, Dragonworld, Shamus, Jumpman, Mouser, PC Pool Challenges, and Home Budget for PCjr only. Contact Rick Pastore, CW, X315.

WANTED - Female roomate to share two family house in Framingham. $325/month plus 1/2 utilities. Available immediately. Call Diane at 872-8200 x317.

WANTED - Female, non-smoker, 25-30, for 2 bedroom in West Roxbury. $350/month plus utilities. Available September 1st. Contact Nancy (w) 872-8200 x821 or (h) 327-6327.

If interested in running a classified ad in *Human Resources News*, please contact Debbie Thistle, IDG Human Resources, x416.

More Workplace Connections

Expansion of The Children's Place at Prospect Hill, a full-day non-profit child care center in Waltham, has begun and will open this September. Just a reminder that openings at the preschool and kindergarten levels are still available on a "first come, first serve" basis.

The center has designed a unique curriculum with a special emphasis on physical, social, cognitive and emotional development.

If you are interested and would like a flyer that explains the program more fully, please contact Debbie Thistle at IDG Human Resources, 875-5000 x416.

Your Chance For WORLD FAME AND FORTUNE

The 5th Annual

IDG Photo Calendar

Contest

If you work for IDG, anywhere in the world from Caracas to Stockholm, Beijing to San Francisco, enter your best photographs in the 1989 IDG Photo Contest. Winning photos with credit will appear in the 1989 IDG Calendar, and will become part of a travelling exhibition. All IDG employees receive the calendar. So, send your best photographic work to be world famous.

Attention Entrants

Winners will receive

1st Prize: **US$250**, 2nd Prize: **US$100**, 3rd Prize: **US$75**, Honorable Mentions: **(9) US$50**
Winning entries will be included in an IDG worldwide photo exhibition.

Please Note:

1. IDG employees are eligible.
2. Submit: color or black and white - glossy prints or 35mm slides.
3. Entries must be submitted as developed; no retouching can be accepted.
4. Two entries may be submitted.
5. Clearly identify each entry with:
   Your name, business address, and telephone number.
6. Submission deadline: **September 10, 1988.**
7. Please title your photo(s), with location and date.
8. Photo(s) will be returned upon written request.

Please Send Entries to:

Adam Hirsh, IDG Photo Contest
International Data Group, 5 Speen Street
Framingham, MA 01701, USA

NUMBERS HIGH FOR CD-ROM SHOW

FRAMINGHAM, Mass. — Business interest in CD-ROM computer technology is rising fast, according to pre-show numbers compiled by the Conference Management Group, cosponsors of the third annual CD-ROM Expo with *InfoWorld* and *The CD-ROM Review*.

More than 40 companies have already confirmed plans to exhibit their wares at the trade show at the end of next month, compared to a total of 30 exhibitors at the show last year. About 400 people have registered to see the show, compared to only 105 last year at this time.

The number of full-conference attendees is double that of a year ago at 60; ten press organization have made plans to cover the event, compared to none this time last summer.

"CD-ROM is coming out of the closet," according Bill Leitch, CMG president. "It's no longer the province of technical wizards and industry gurus; now, real business people are exploring the technology to find out what it can do for them."

As a result, he said, they are seeking ways to apply it to familar office computing situations. An event such as the CD-ROM Expo, he said, can help because it features what Leitch described as a "heavy thought content."

"It's no good to simply buy product; one must learn a great deal about computing in a CD-ROM environment to make it worth the investment." As such, Leitch's staff is now assembling several thought-provoking panel discussions and a program of half-day tutorials on subjects such as optical disk technology and CD-ROM applications. ❑

READERS COMPETE FOR DESIGN AWARD

SAN FRANCISCO — The IDG magazine for people active in desktop publishing, *Publish!*, has planned a competition for graphic design performed on a microcomputer-based system.

The second annual Desktop Design Awards, according to editor Susan Gubernat, helps foster high standards for graphic design among the many people who use desktop publishing for business purposes.

"High-powered technology on your own desktop is not all it takes to do great designs," she said. "It takes a wide range of design considerations as well to make sure that material generated on a computer is well-balanced, aesthically pleasing and imparts the message in the clearest possible fashion."

The competition helps *Publish!*, she said, by demonstrating its concern for practical matters; and by showing advertisers that the magazine addresses a business-oriented readership.

Among the catagories are newspapers, newsletters, journals, catalogs, advertisements, technical documents and manuals, logos and letterheads, charts and graphs, and presentation graphics. ❑

IDG BOOKS TAKE TOP TWO SPOTS

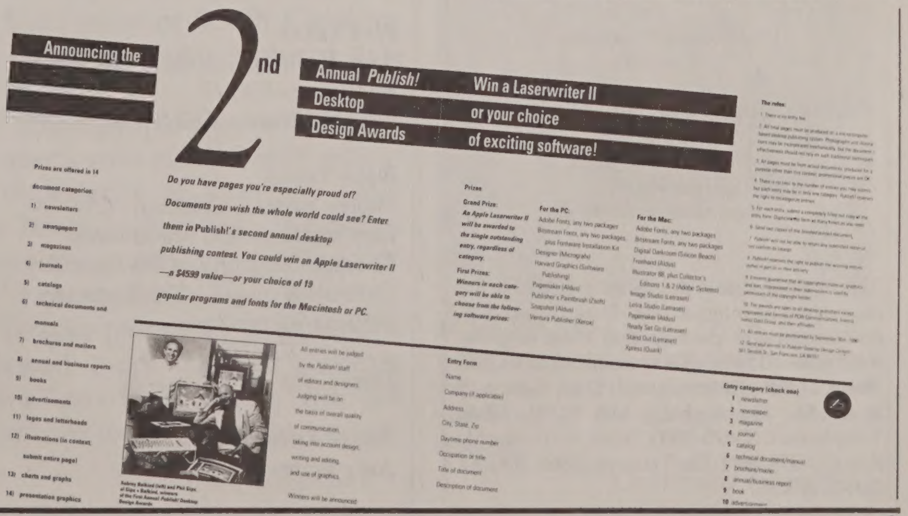
NEW YORK — Two IDG Communications books topped the list of business publishers for total advertising page gains over the first half of 1988, according to a closely-followed newsletter, *The Gallagher Report*.

Federal Computer Week, the IDG newspaper for computer users in the U.S. government, ranked number one with a 161.5 percent increase in pages; while *Network World*, the newspaper for computer communications, took the number two spot with an ad pages increase of 92.5 percent.

The former publication also posted the highest increase in ad revenues, with a 208 percent increase to $2.3 million for the publication. ❑

UPDATE REMINDER

To all U.S. employees of IDG: please send all material for the classified ads section of *Human Resources News*, the human resources department's regular insert to *Update*, to Debbie Thistle of that department, either by inter-office mail or by calling 508-875-5000.


Announcing the
2nd
Annual Publish!
Desktop
Design Awards
Win a Laserwriter II
or your choice
of exciting software!

Prizes are offered in 14 document categories:

1) newsletters
2) newspapers
3) magazines
4) journals
5) catalogs
6) technical documents and manuals
7) brochures and mailers
8) annual and business reports
9) books
10) advertisements
11) logos and letterheads
12) illustrations (in context, submit entire page)
13) charts and graphs
14) presentation graphics

Do you have pages you're especially proud of? Documents you wish the whole world could see? Enter them in Publish!'s second annual desktop publishing contest. You could win an Apple Laserwriter II —a $4599 value—or your choice of 19 popular programs and fonts for the Macintosh or PC.

Prizes

Grand Prize: An Apple Laserwriter II will be awarded to the single outstanding entry, regardless of category.

First Prizes: Winners in each category will be able to choose from the following software prizes:

For the PC:
Adobe Fonts, any two packages
Bitstream Fonts, any two packages plus Fontware Installation Kit
Designer (Micrografx)
Harvard Graphics (Software Publishing)
Pagemaker (Aldus)
Publisher's Paintbrush (Zsoft)
Snapshot (Aldus)
Ventura Publisher (Xerox)

For the Mac:
Adobe Fonts, any two packages
Bitstream Fonts, any two packages
Digital Darkroom (Silicon Beach)
Freehand (Aldus)
Illustrator 88, plus Collector's Editions 1 & 2 (Adobe Systems)
Image Studio (Letraset)
Letra Studio (Letraset)
Pagemaker (Aldus)
Ready Set Go (Letraset)
Stand Out (Letraset)
Xpress (Quark)

The rules:

Rubey Balkind (left) and Phil Gips of Gips + Balkind, winners of the First Annual Publish! Desktop Design Awards

All entries will be judged by the Publish! staff of editors and designers. Judging will be on the basis of overall quality of communication, taking into account design, writing and editing, and use of graphics.

Winners will be announced

Entry Form
Name
Company (if applicable)
Address
City, State, Zip
Daytime phone number
Occupation or title
Title of document
Description of document

Entry category (check one)
1 newsletter
2 newspaper
3 magazine
4 journal
5 catalog
6 technical document/manual
7 brochure/mailer
8 annual/business report
9 book
10 advertisement

CORPORATE COMMUNICATIONS SEEKS INTERN

A unique opportunity to learn about publishing for the information technology industry

IDG Corporate Communications, the publishers of *IDG World Update*, is offering a year-long internship to a young person anywhere in the world who wants to play a key role in everything the department does.

As the strategic communications arm of one of the most diverse and energetic companies in the world, we're involved in a wide range of programs and projects affecting the future of the information technology scene across the globe.

Here are some of the characteristics we're looking for:

- Genuine interest in communications and the media. Not necessarily in the computer publishing business; but if so, so much the better.

- Excellent communication skills. Written and spoken English necessary, but mainly the ability to make oneself clearly understood.

- Demonstrated aptitude and ability in graphic design.

- Experience and aptitude for working with the Apple Macintosh microcomputer.

The person we find will work in our Boston-area offices, starting September 1, and will be responsible for his or her own lodgings and transportation. Pay: not great, but very good. For non-U.S. citizens, we will help with work papers; but the person will be responsible for obtaining all needed clearances from their home country.

Working with us will be a valuable working experience as part of a small dynamic team deeply involved in a wide range of interesting assignments. As such, for the right person this internship is a once-in-a-lifetime professional and personal opportunity.

If you know someone who might be interested, please ask them to contact Fredrik Sundwall for details. In the U.S., 508-875-5000, or electronic mailbox IDG.F/SUNDWALL. ❑

Nuts & Bolts

IDG WORLD UPDATE

Acting Editor
Donald Frazier

Design Editor
Fredrik Sundwall

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Mary Dolaher
Susan Perry
Véronique Sulliger

IDG World Update is published weekly for the employees of International Data Group. *Update* encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.F/SUNDWALL.

Anniversaries

ELEVEN YEARS
Christine Hiehler - CW/Germany

NINE YEARS
Iris Killinger - CW/Germany

SEVEN YEARS
Jeff Pennett - CW

SIX YEARS
Mary Hartwell - IDG/P
Ailsa Russell - IDC Australia

FIVE YEARS
Anindya Bose - LINK
Bill Boyer - IDG/P
Doreen Means - IDG/P

FOUR YEARS
Sherry Driscoll-Coleman - CW
Lars Mieritz - IDC Scandinavia
Thomas Gergelyfy - CW/Germnay
Gabriele Schlegel - CW/Germany
Barbara Schoenberger - CW/Germany
Dora Colin - CW/France

THREE YEARS
Amy Fiore - CW
Jonathan Sacks - IFW
Daniel Sommer - IFW
Tom Miller - LINK
Anne Rosenstand - IDC Scandinavia
Kelly Jager - CW/Australia
Stephen Ireland - CW/Australia

TWO YEARS
Angela Normington - CW
Axel Leblois - IDGCI
Don Kennedy - DN
Rebecca Furtado - IFW
Rosslyn Frick - IDG/P
Laura Livingston - IDG/P
Klaus Hartmann - CW/Germany
Karin Quack - CW/Germany
Helmut Sedlmeier - CW/Germany
Claudia Burger - CW/Germany
Ana Moncada - CW/Venezuela
Maria Fuentes - CW/Venezuela
Maureen Grant - CW/London
Teresa Allen - CW/London
Monica Machado - CW/Brazil
Carl Bartsch - CW/Brazil
Corinne Schmidt - CW/Switzerland

IDG WORLD UPDATE

VOLUME 18, NUMBER 28

AUGUST 30, 1988

UPDATE CASE STUDY

IDC GERMAN UNIT AIDS LARGEST DP FIRM

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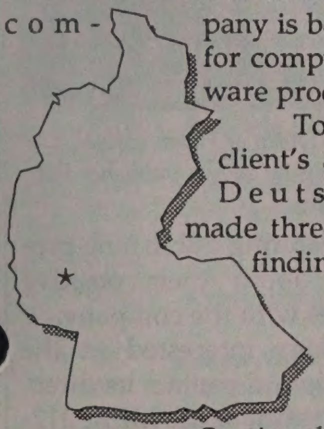
"IDC/Deutschland gave us valuable insights on the further development of one of our key lines of business," according to a senior manager for Siemens AG, Germany's leading information technology firm. "IDC became a strategic partner, not just a researcher."

As a result, Siemens expects to invest heavily in its software division as one its key growth vehicles for the next decade. The $28 billion company is best known for computer hardware products.



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Continued on page 3

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Everyone benefitted, according to Pat Kenealy, the newspaper's president; as well as the interns, Dan Owen, an M.B.A. candidate at the University of South Carolina; and Helen Howell, a junior at Yale University.

"These people were active team members, who needed only practical experience at applying what they know to become prospective top-notch publishing professionals," Kenealy said.

To take part in the program, he reviewed more than 40 resumes from all over the country who had responded to the magazine group's

Continued on page 2

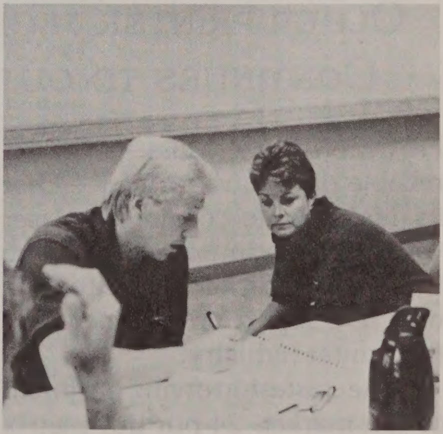
PRODUCT MEET

Intensive session spawns new product ideas

BOSTON — Senior managers of *Computerworld*, drawn from every department of the newsweekly, developed more than a dozen plans for new products in an intensive all-weekend set of sessions last month.

These products could appear on the marketplace in as few as six months, according to Fritz Landmann, *Computerworld* publisher and coordinator of the meeting.

They range from new publications and ways to market the



Dave Peterson and Sherri Driscoll, Computerworld *sales staffers, analyze one of the business proposals their team submitted at the all-weekend planning session.*

Continued on page 2

PRODUCT MEET...

continued from page 1

newspaper's information on computing in corporate environments, to online services and even educational programs. Citing the need to plan carefully, Landmann refused to divulge details.

"All of these ideas have one thing in common: they use what we already do as a springboard," he said. The existing operations of *Computerworld* have much potential for new lines of business and sources of profit if only they can be successfully identified, managed and marketed, he added.

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He and several attendees attributed the success of the meeting, held at a local small college campus, to its format based on small product development teams.

Four teams, each with five or six members representing disciplines such as sales, production, editorial, classified advertising and administration, met in small groups to develop ideas and refine into business plan form for presentation to the larger group on the last day of the session.

"It was an invaluable experience to listen to, and come to understand, the point of view of people in the same business but with a completely different angle on the issues we deal with every day," according to Ernie Chamberlain, senior regional sales manager for the San Francisco office.

Another participant, editor in chief Bill Laberis, praised the session as a highly efficient way to develop new business ideas by exposing them to the close scrutiny of everyone who must be involved in making them work.

Building new activities based on existing publishing success has always been an important part of doing business for many of the overseas operations of IDG Communications, whose markets are usually much smaller than the U.S., according to Axel Leblois, IGC/CI president ❑

OLDER PRINTER TECHNOLOGY, DOT MATRIX, CONTINUES TO OUT-SELL NEWER LASERS

FRAMINGHAM, Mass. — The old reliable dot matrix printer — not its high-profile cousin, the laser version — continues to outpace the U.S. printer market, according to a new IDC report on shipments by the printer industry.

The fastest-growing segment of the market, 24-pin dot matrix printers, will increase in unit shipments by almost 24 percent a year between 1987 and 1992; while the page printer segment will grown by more than 21 percent over the same time period.

The Printer Market Datebook: 1988, according to program manager Angele Boyd, attributes the growth in dot matrix printers to the significant growth in personal computers.

This report, she said, will be useful for a wide range of clients in the computer industry who must keep tabs on how people use printers, such as micro vendors, software developers, paper suppliers and the original equipment market.

INTERNS...

continued from page 1

call for candidates. Once selected, the candidates received an MPA-advised weekly stipend of $250 for undergraduates and $500 for MBA students.

Digital News also paid a portion of their expenses to attend special educational programs at MPA headquarters in New York. These programs consisted of overviews of the magazine and publishing business, given by executives who work in the industry, covering everything from rate bases to to print specifications.

Few trade books of any kind, and fewer still from the computer industry, participate in the program. But they ought to, Kenealy said.

"Our kind of culture is great for them to learn from because they can take a hand in everything that happens here instead of, say, sorting paper clips at someplace like *Redbook*," he said.

As a result of the program, the interns may well work for IDG after graduation, and will likely tell other aspiring publishing professionals about their positive experiences with the company.

Interns Dan Owen & Helen Howell standing; Digital News *publisher Pat Kenealy, seated.*

Publishers interested in the program should contact its director, Lee Ahearn, at the MPA, 212-752-0055. ❑

Human Resources News

Job Opportunities

Revised: August 31, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Bookkeeper (2)	Framingham, MA	D. Thistle	(508) 875-5000
IDG	Tax Manager	Framingham, MA	S. Perry	(508) 875-5000
IDG	Secretary/Receptionist	Framingham, MA	D. Thistle	(508) 875-5000
IDG	Corporate Travel Coordinator	Framingham, MA	D. Thistle	(508) 875-5000
IDG/CI	Administrative/Sales Assistant	Natick, MA	E. Levin	(508) 879-0700
IDC	Human Resource Manager	Framingham, MA	M. Shea	(508) 872-8200
IDC	Account Executive	Framingham, MA	S. Perry	(508) 872-8200
IDC	Research Analyst	Framingham, MA	V. Brown	(508) 872-8200
CWPI	Mid Atlantic Correspondent	*Computerworld,* Framingham, MA	B. Laberis	(508) 879-0700
CWPI	P/T Sales Assistant	*Computerworld,* Burlingame, CA	N. Zekman	(415) 347-0555
CWPI	Account Manager	*Computerworld,* Framingham, MA	A. Hadley	(508) 879-0700
CWPI	Copy Editor	*Computerworld,* Framingham, MA	S. Ulfelder	(508) 879-0700
CWPI	Staff Writer	*Computerworld,* Framingham, MA	P. Gillin	(508) 879-0700
CWPI	Assistant Editor	*Computerworld,* Framingham, MA	G. Harrar	(508) 879-0700
NWW	Features Writer	*Network World,* Framingham, MA	S. Moore	(508) 879-0700
NWW	West Coast Correspondent	*Network World,* San Francisco, CA	M. Petrosky	(415) 546-7722
NWW	Assistant Managing Editor	*Network World,* Framingham, MA	J. Gallant	(508) 879-0700
NWW	Copy Editor	*Network World,* Framingham, MA	J. Gallant	(508) 879-0700
NWW	Staff Writer	*Network World,* Framingham, MA	J. Gallant	(508) 879-0700
NWW	P/T Editorial Assistant	*Network World,* Framingham, MA	C. Tynan	(508) 879-0700
PCW	Account Manager	*PC World,* Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Designer	*PC World,* San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Associate Art Director	*PC World,* San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Senior Design Associate	*PC World,* San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World,* San Francisco, CA	G. Clark	(415) 546-7722
PCW	Research Assistant	San Francisco, CA	R. Ames	(415) 546-7722
PCW	Administrative Assistant	*PC World,* Natick, MA	B. Ostrow	(508) 879-0700
PCW	A. Fleugelman Internship	*PC World,* San Francisco, CA	E. Bott	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	G. Vanlue	(415) 546-7722
PCW	Associate Editor	*PC World,* San Francisco, CA	R. Landry	(415) 546-7722
PCW	Human Resource Assistant	*PC World,* San Francisco, CA	S. Ginenthal	(415) 546-7722
PCW	Designer	*Macworld,* San Francisco, CA	C. Burg	(415) 546-7722
PCW	Associate Editor	*Macworld,* San Francisco, CA	C. Barret	(415) 546-7722
PCW	Associate Editors (2)	*Macworld,* San Francisco, CA	A. Mello	(415) 546-7722
PCW	Publisher	*Macworld,* San Francisco, CA	J. Martin	(415) 546-7722
PCW	Associate Editor	*Macworld,* San Francisco, CA	D. Ushijima	(415) 546-7722
PCW	Assistant Editor	*Macworld,* San Francisco, CA	C. Person	(415) 546-7722
PCW	Administrative Assistant	*Macworld,* San Francisco, CA	C. LaFrance	(415) 546-7722
PCW	Administrative Assistant	*Publish!,* Los Angeles, CA	C. Luther	(213) 312-8008
PCW	Account Manager	*Publish!,* Natick, MA	M. Browning	(415) 546-7722
DNP	Senior Writer	*Digital News,* Boston, MA	C. Sandler	(617) 482-8470
DNP	Sales Assistant	*Digital News,* Boston, MA	R. Fischoff	(617) 482-8470
DNP	Executive News Editor	*Digital News,* Boston, MA	C. Sandler	(617) 482-8470
DNP	Senior Reporter	*Digital News,* Los Angeles, CA	C. Sandler	(617) 482-8470

Job Opportunities

(Continued)

Division	Title	Publication / Location	Contact Manager	Phone #
IFW	Writer, Hardware	*Infoworld*, Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Assistant Reviews Editor	*Infoworld*, Menlo Park, CA	M. Mason	(415) 328-4602
CIO	Staff Writer	*CIO*, Framingham, MA	M. Blumenthal	(508) 879-0700

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/GDR	Susan Perry / Debbie Thistle	(508) 875-5000
CW	Carolyn Favilla	(508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin	(508) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

The *Job Opportunity Listing* is published on a bi-weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientations for IDG, IDG/C, IDC, WEC and GDR employees on the following dates during 1988:

September 13
October 11
November 15
December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425, to schedule for the September 13th session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

Classifieds

FOR SALE - Tired of paying rent? Easy commute to Worcester/Framingham; 1 mile from 395. Top floor condo, fully applianced, 2 bedroom, carpeted throughout. Low condo fee!! $72,900. For more information call Rick at CW, x581.

FOR SALE - Nissan Sentra, 2-door hatchback, 1984, automatic transmission, AM/FM cassette, metallic blue, new engine, new transmission. Excellent condition. Contact Donald at IDG, x329.

FOR SALE - Buy my Bug!!1968 VW Bug, awesome condition. New: transmission, clutch, starter, muffler, tires, battery, brakes. Just had tuneup. Recently restored and repainted. Asking $1000 or best offer. Please call Jody Roberts at 964-3030 (work), or 969-6677 (home).

WANTED - Female roommate to share two family house in Framingham. $325/month plus 1/2 utilities. Available immediately. Call Diane at 872-8200 x317.

WANTED - Female, non-smoker, 25-30, for 2 bedroom in West Roxbury. $350/month plus utilities. Available September 1st. Contact Nancy (w) 872-8200 x821 or (h) 327-6327.

WANTED - M/F (25-35) to share 2 bedroom furnished condo. Washer /dryer, patio, all appliances. 5 minutes from Mass Pike and 495. $440 plus 1/2 of electric. If interested, please call Mike Malone at IDG, x467.

WANTED - Maximum of 2 female roommates to share huge 4 bedroom house in Framingham. 3 baths, 3 floors, 2 car garage, 2 fireplaces. A great deal at $350/plus utilities (electric) and there is not even a lease to sign! Call Gail at GDR (508) 872-8200, x259.

FOR RENT - Townhouse in Watertown to share September 1st. On-street parking, pool, 20 minutes to Framingham. $450/month plus utilities. Call Paul at 872-8200 x675.

If interested in running a classified ad in *Human Resources News*, please contact Debbie Thistle, IDG Human Resources, x416.

IDC: BUSINESS COMMUNITY BACKS MAC, SPARKING HARDWARE, SOFTWARE MARKETS

Once scorned as a high-tech toy, the Apple machine emerges as a second standard

FRAMINGHAM, Mass. — A major marketplace has grown up around the Apple Macintosh personal computer, creating a second de facto standard in microcomputing for U.S. corporations.

That's the bottom line of two studies from one of the newest services of International Data Corp., the Macintosh service. "Apple Computer will likely continue its penetration into the Fortune 1000 with advanced hardware and communications solutions," according to John Wardley, senior analyst.

In hardware, Apple's share of the business market has grown from 9.8 percent in 1986 to 11 percent in 1987, while archrival IBM's market share has dropped from 34 percent to 20 percent during the same time, he said.

In software, the market for professional users' software such as spreadsheets, databases, word processors and desktop publishing software will expand from $603 million this year to more than $1.35 billion in 1992.

These reports are expected to establish IDC as one of the first companies to analyze the impact of the Macintosh upon business computing as a separate microcomputing standard. Other research companies tend to cover the Macintosh as a tool for specialized graphics applications such as desktop publishing or computer-aided design.

"Few expected the Mac to become so well established as it has in corporate settings," Wardley said. "Thus, few anticipated the significant business market in things to make it a valuable contributor."

Chief among these things is the computer itself. Of the almost 600,000 Macintosh micros shipped so far this year, seven in ten were shipped to businesses and 10 percent to government. Companies such as General Motors, Wardley said, are among the new large volume Mac users.

Software for the Mac will increase at a rate of 20 percent a year by 1992, he said. With one quarter of the market, graphics software now holds the largest single share.

But that will soon change, as the Macintosh becomes less of a specialized tool and more of an all-purpose micro. Word processing software, the workhorse of U.S. offices, will overtake graphics software in shipments by 1992.

Wardley expects the Apple and its new Macintosh standard to benefit over the next several years from a trend other computer vendors fear: the expansion of the Unix and OS/2 operating systems. The Macintosh OS operating environment, he said, is trying to maintain a foothold in each. ☐

IDC GERMAN UNIT...

Contnued from page 1

man software and services market have the highest productivity; decided how these activities could be folded into the company's existing activities and facilities; and developed strategies for implementing them.

The project was complete within a month after it was commissioned, according to IDC/Deutschland managing director Manfred Frey.

His company was chosen for three reasons, he said: its wealth of file information on the German software and consulting industry, its ability to handle all phases of the sensitive project internally, and, most of all, for its ready access to global marketplace data.

"IDC has a broader market overview than anyone in Germany who covers the information technology industry," Frey said. "We undoubtedly profited from that."

In execution, the project called for IDC to contact 50 major software and consulting firms and develop in-depth profiles for 30 of them. To do this, Frey said, IDC benefitted from its reputation as a neutral, credible researcher.

"People won't give you high quality information unless they trust the way you are going to use it," Frey said. To protect the reputation for credibility, he said, his company exhaustively cross-checked the information.

The nature of the project changed while it was underway to reflect discoveries about the marketplace; to facilitate this, IDC/Deutschland staffers met with Siemens project managers on almost a daily basis, Frey said.

This project marks a major effort for the German IDC unit to develop single-client consulting as a major part of its business. By the beginning of last month, IDC Deutschland had won more such work for 1988 than during the previous two years. ☐

People

Deborah dePeyster, an IDG veteran, has been named editor in chief for *PC Resource,* Peterborough, NH, IDG's monthly magazine for IBM-compatible microcomputers.

Since coming to IDG Communications/Peterborough three years ago, she has served as editor in chief of *inCider* magazine and as director of the new products division. With IDG since 1978, she held a succession of posts with the now-defunct *MicroMarketworld,* including news editor, West Coast bureau chief and editor in chief.

* * *

Nancy Kelly has become a staff writer for *Digital News,* Boston. In this capacity she will cover news of the Digital Equipment minicomputer marketplace. Trained as a journalist, she brings seven years reporting experience with newspapers in the Boston area, including *The Middlesex News,* Framingham, Mass.; and the *Beverly Times,* Beverly, Mass. and the *West Bank Guide,* Gretna, La.

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* * *

Charles Frankel has been named vice president/finance and operations at Link Resources, New York, the information and communications services arm of market researcher International Data Corp. In this post he will oversee the unit's financial planning, time management and general administration.

He comes to IDG after more than 10 years with Joseph E. Seagram & Sons, New York, where he served as vice president of finance and aadministration for one of the firm's major wine divisions. A certified public accountant, he has hed senior finance positions with DHJ Industries and Arthur Andersen & Co.

* * *

Stephen Twombly, group publisher at IDG Communications/Peterborough in Peterborough, NH, has been appointed vice president of that division and publishing director for *PC Resource,* IDG's monthly magazine for individual users of IBM compatible microcomputers.

Earlier this year he became group publisher overseeing three IDGCI/P publications, *Run, AmigaWorld* and *inCider*; as well as the company's special products department. A five-year veteran of IDG, he joined as director of advertising for all IDGCI/P books, becoming publisher for *Run* in 1984 and for *AmigaWorld* in 1985.

Anniversaries

Fourteen Years
Anne E. Dooley - CW

Nine Years
Anne Hadley - CW
Louise Myerow - World Expo

Five Years
Mary Fanning - CW
Mitchell Hayes - CW
Carolyn Novack - CW

Four Years
Steven Moore - CW
Raymond Petsche - TCW
Judy Sutter - TCW

Three Years
Julie Cook - CW
Karlyn M. Kilroy - IDC
Frank Genovese - CW
Susan Miller - FCW
Jeannette Noyes - Link

Two Years
Billie Brownell - PCW
John Cox - CW
Kathryn Esplin - DN
James Farley - IDC
Scott Lun - TCW
Kara Kearman - IDC
Bonnie Mackeil - CW

IDG
WORLD
UPDATE

VOLUME 18, NUMBER 28

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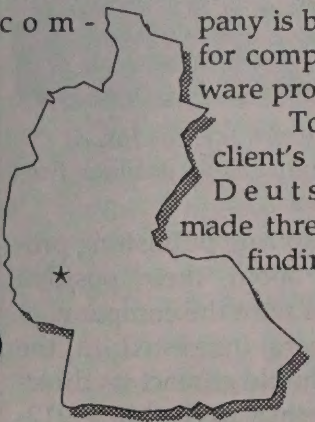

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INTERNS...

continued from page 1

call for candidates. Once selected, the candidates received an MPA-advised weekly stipend of $250 for undergraduates and $500 for MBA students.

Digital News also paid a portion of their expenses to attend special educational programs at MPA headquarters in New York. These programs consisted of overviews of the magazine and publishing business, given by executives who work in the industry, covering everything from rate bases to to print specifications.

Few trade books of any kind, and fewer still from the computer industry, participate in the program. But they ought to, Kenealy said.

"Our kind of culture is great for them to learn from because they can take a hand in everything that happens here instead of, say, sorting paper clips at someplace like *Redbook*," he said.

As a result of the program, the interns may well work for IDG after graduation, and will likely tell other aspiring publishing professionals about their positive experiences with the company.

Interns Dan Owen & Helen Howell standing; Digital News *publisher Pat Kenealy, seated.*

Publishers interested in the program should contact its director, Lee Ahearn, at the MPA, 212-752-0055. ❑

OLDER PRINTER TECHNOLOGY, DOT MATRIX, CONTINUES TO OUT-SELL NEWER LASERS

FRAMINGHAM, Mass. — The old reliable dot matrix printer — not its high-profile cousin, the laser version — continues to outpace the U.S. printer market, according to a new IDC report on shipments by the printer industry.

The fastest-growing segment of the market, 24-pin dot matrix printers, will increase in unit shipments by almost 24 percent a year between 1987 and 1992; while the page printer segment will grown by more than 21 percent over the same time period.

The Printer Market Datebook: 1988, according to program manager Angele Boyd, attributes the growth in dot matrix printers to the significant growth in personal computers.

This report, she said, will be useful for a wide range of clients in the computer industry who must keep tabs on how people use printers, such as micro vendors, software developers, paper suppliers and the original equipment market.

Human Resources News

Job Opportunities

Revised: August 31, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Bookkeeper (2)	Framingham, MA	D. Thistle	(508) 875-5000
IDG	Tax Manager	Framingham, MA	S. Perry	(508) 875-5000
IDG	Secretary/Receptionist	Framingham, MA	D. Thistle	(508) 875-5000
IDG	Corporate Travel Coordinator	Framingham, MA	D. Thistle	(508) 875-5000
IDG/CI	Administrative/Sales Assistant	Natick, MA	E. Levin	(508) 879-0700
IDC	Human Resource Manager	Framingham, MA	M. Shea	(508) 872-8200
IDC	Account Executive	Framingham, MA	S. Perry	(508) 872-8200
IDC	Research Analyst	Framingham, MA	V. Brown	(508) 872-8200
CWPI	Mid Atlantic Correspondent	*Computerworld*, Framingham, MA	B. Laberis	(508) 879-0700
CWPI	P/T Sales Assistant	*Computerworld*, Burlingame, CA	N. Zekman	(415) 347-0555
CWPI	Account Manager	*Computerworld*, Framingham, MA	A. Hadley	(508) 879-0700
CWPI	Copy Editor	*Computerworld*, Framingham, MA	S. Ulfelder	(508) 879-0700
CWPI	Staff Writer	*Computerworld*, Framingham, MA	P. Gillin	(508) 879-0700
CWPI	Assistant Editor	*Computerworld*, Framingham, MA	G. Harrar	(508) 879-0700
NWW	Features Writer	*Network World*, Framingham, MA	S. Moore	(508) 879-0700
NWW	West Coast Correspondent	*Network World*, San Francisco, CA	M. Petrosky	(415) 546-7722
NWW	Assistant Managing Editor	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Copy Editor	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Staff Writer	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	P/T Editorial Assistant	*Network World*, Framingham, MA	C. Tynan	(508) 879-0700
PCW	Account Manager	*PC World*, Los Angeles, CA	V. Ritondale	(213) 312-8008
PCW	Designer	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Associate Art Director	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Senior Design Associate	*PC World*, San Francisco, CA	S. Johnston	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415) 546-7722
PCW	Research Assistant	San Francisco, CA	R. Ames	(415) 546-7722
PCW	Administrative Assistant	*PC World*, Natick, MA	B. Ostrow	(508) 879-0700
PCW	A. Fleugelman Internship	*PC World*, San Francisco, CA	E. Bott	(415) 546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	G. Vanlue	(415) 546-7722
PCW	Associate Editor	*PC World*, San Francisco, CA	R. Landry	(415) 546-7722
PCW	Human Resource Assistant	*PC World*, San Francisco, CA	S. Ginenthal	(415) 546-7722
PCW	Designer	*Macworld*, San Francisco, CA	C. Burg	(415) 546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	C. Barret	(415) 546-7722
PCW	Associate Editors (2)	*Macworld*, San Francisco, CA	A. Mello	(415) 546-7722
PCW	Publisher	*Macworld*, San Francisco, CA	J. Martin	(415) 546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	D. Ushijima	(415) 546-7722
PCW	Assistant Editor	*Macworld*, San Francisco, CA	C. Person	(415) 546-7722
PCW	Administrative Assistant	*Macworld*, San Francisco, CA	C. LaFrance	(415) 546-7722
PCW	Administrative Assistant	*Publish!*, Los Angeles, CA	C. Luther	(213) 312-8008
PCW	Account Manager	*Publish!*, Natick, MA	M. Browning	(415) 546-7722
DNP	Senior Writer	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Sales Assistant	*Digital News*, Boston, MA	R. Fischoff	(617) 482-8470
DNP	Executive News Editor	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Senior Reporter	*Digital News*, Los Angeles, CA	C. Sandler	(617) 482-8470

Job Opportunities

(Continued)

Division	Title	Publication / Location	Contact Manager	Phone #
IFW	Writer, Hardware	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Assistant Reviews Editor	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
CIO	Staff Writer	*CIO,* Framingham, MA	M. Blumenthal	(508) 879-0700

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/GDR	Susan Perry / Debbie Thistle	(508) 875-5000
CW	Carolyn Favilla	(508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin	(508) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

The *Job Opportunity Listing* is published on a bi-weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientations for IDG, IDG/C, IDC, WEC and GDR employees on the following dates during 1988:

September 13
October 11
November 15
December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425, to schedule for the September 13th session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

Classifieds

FOR SALE - Tired of paying rent? Easy commute to Worcester/Framingham; 1 mile from 395. Top floor condo, fully applianced, 2 bedroom, carpeted throughout. Low condo fee!! $72,900. For more information call Rick at CW, x581.

FOR SALE - Nissan Sentra, 2-door hatchback, 1984, automatic transmission, AM/FM cassette, metallic blue, new engine, new transmission. Excellent condition. Contact Donald at IDG, x329.

FOR SALE - Buy my Bug!!1968 VW Bug, awesome condition. New: transmission, clutch, starter, muffler, tires, battery, brakes. Just had tuneup. Recently restored and repainted. Asking $1000 or best offer. Please call Jody Roberts at 964-3030 (work), or 969-6677 (home).

WANTED - Female roommate to share two family house in Framingham. $325/month plus 1/2 utilities. Available immediately. Call Diane at 872-8200 x317.

WANTED - Female, non-smoker, 25-30, for 2 bedroom in West Roxbury. $350/month plus utilities. Available September 1st. Contact Nancy (w) 872-8200 x821 or (h) 327-6327.

WANTED - M/F (25-35) to share 2 bedroom furnished condo. Washer /dryer, patio, all appliances. 5 minutes from Mass Pike and 495. $440 plus 1/2 of electric. If interested, please call Mike Malone at IDG, x467.

WANTED - Maximum of 2 female roommates to share huge 4 bedroom house in Framingham. 3 baths, 3 floors, 2 car garage, 2 fireplaces. A great deal at $350/plus utilities (electric) and there is not even a lease to sign! Call Gail at GDR (508) 872-8200, x259.

FOR RENT - Townhouse in Watertown to share September 1st. On-street parking, pool, 20 minutes to Framingham. $450/month plus utilities. Call Paul at 872-8200 x675.

If interested in running a classified ad in *Human Resources News*, please contact Debbie Thistle, IDG Human Resources, x416.

IDC: BUSINESS COMMUNITY BACKS MAC, SPARKING HARDWARE, SOFTWARE MARKETS

Once scorned as a high-tech toy, the Apple machine emerges as a second standard

FRAMINGHAM, Mass. — A major marketplace has grown up around the Apple Macintosh personal computer, creating a second de facto standard in microcomputing for U.S. corporations.

That's the bottom line of two studies from one of the newest services of International Data Corp., the Macintosh service. "Apple Computer will likely continue its penetration into the Fortune 1000 with advanced hardware and communications solutions," according to John Wardley, senior analyst.

In hardware, Apple's share of the business market has grown from 9.8 percent in 1986 to 11 percent in 1987, while archrival IBM's market share has dropped from 34 percent to 20 percent during the same time, he said.

In software, the market for professional users' software such as spreadsheets, databases, word processors and desktop publishing software will expand from $603 million this year to more than $1.35 billion in 1992.

These reports are expected to establish IDC as one of the first companies to analyze the impact of the Macintosh upon business computing as a separate microcomputing standard. Other research companies tend to cover the Macintosh as a tool for specialized graphics applications such as desktop publishing or computer-aided design.

"Few expected the Mac to become so well established as it has in corporate settings," Wardley said. "Thus, few anticipated the significant business market in things to make it a valuable contributor."

Chief among these things is the computer itself. Of the almost 600,000 Macintosh micros shipped so far this year, seven in ten were shipped to businesses and 10 percent to government. Companies such as General Motors, Wardley said, are among the new large volume Mac users.

Software for the Mac will increase at a rate of 20 percent a year by 1992, he said. With one quarter of the market, graphics software now holds the largest single share.

But that will soon change, as the Macintosh becomes less of a specialized tool and more of an all-purpose micro. Word processing software, the workhorse of U.S. offices, will overtake graphics software in shipments by 1992.

Wardley expects the Apple and its new Macintosh standard to benefit over the next several years from a trend other computer vendors fear: the expansion of the Unix and OS/2 operating systems. The Macintosh OS operating environment, he said, is trying to maintain a foothold in each. ❑

IDC GERMAN UNIT...

Contnued from page 1

man software and services market have the highest productivity; decided how these activities could be folded into the company's existing activities and facilities; and developed strategies for implementing them.

The project was complete within a month after it was commissioned, according to IDC/Deutschland managing director Manfred Frey.

His company was chosen for three reasons, he said: its wealth of file information on the German software and consulting industry, its ability to handle all phases of the sensitive project internally, and, most of all, for its ready access to global marketplace data.

"IDC has a broader market overview than anyone in Germany who covers the information technology industry," Frey said. "We undoubtedly profited from that."

In execution, the project called for IDC to contact 50 major software and consulting firms and develop in-depth profiles for 30 of them. To do this, Frey said, IDC benefitted from its reputation as a neutral, credible researcher.

"People won't give you high quality information unless they trust the way you are going to use it," Frey said. To protect the reputation for credibility, he said, his company exhaustively cross-checked the information.

The nature of the project changed while it was underway to reflect discoveries about the marketplace; to facilitate this, IDC/Deutschland staffers met with Siemens project managers on almost a daily basis, Frey said.

This project marks a major effort for the German IDC unit to develop single-client consulting as a major part of its business. By the beginning of last month, IDC Deutschland had won more such work for 1988 than during the previous two years. ❑

People

Deborah dePeyster, an IDG veteran, has been named editor in chief for *PC Resource*, Peterborough, NH, IDG's monthly magazine for IBM-compatible microcomputers.

Since coming to IDG Communications/Peterborough three years ago, she has served as editor in chief of *inCider* magazine and as director of the new products division. With IDG since 1978, she held a succession of posts with the now-defunct *MicroMarketworld*, including news editor, West Coast bureau chief and editor in chief.

* * *

Nancy Kelly has become a staff writer for *Digital News*, Boston. In this capacity she will cover news of the Digital Equipment minicomputer marketplace. Trained as a journalist, she brings seven years reporting experience with newspapers in the Boston area, including *The Middlesex News*, Framingham, Mass.; and the *Beverly Times*, Beverly, Mass. and the *West Bank Guide*, Gretna, La.

* * *

Charles Frankel has been named vice president/finance and operations at Link Resources, New York, the information and communications services arm of market researcher International Data Corp. In this post he will oversee the unit's financial planning, time management and general administration.

He comes to IDG after more than 10 years with Joseph E. Seagram & Sons, New York, where he served as vice president of finance and aadministration for one of the firm's major wine divisions. A certified public accountant, he has hed senior finance positions with DHJ Industries and Arthur Andersen & Co.

* * *

Stephen Twombly, group publisher at IDG Communications/Peterborough in Peterborough, NH, has been appointed vice president of that division and publishing director for *PC Resource*, IDG's monthly magazine for individual users of IBM compatible microcomputers.

Earlier this year he became group publisher overseeing three IDGCI/P publications, *Run*, *AmigaWorld* and *inCider*; as well as the company's special products department. A five-year veteran of IDG, he joined as director of advertising for all IDGCI/P books, becoming publisher for *Run* in 1984 and for *AmigaWorld* in 1985.

IDG WORLD UPDATE

Acting Editor
Donald Frazier

Art Director
Jim Suhre

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Mary Dolaher
Susan Perry
Véronique Sulliger

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Anniversaries

Fourteen Years
Anne E. Dooley - CW

Nine Years
Anne Hadley - CW
Louise Myerow - World Expo

Five Years
Mary Fanning - CW
Mitchell Hayes - CW
Carolyn Novack - CW

Four Years
Steven Moore - CW
Raymond Petsche - TCW
Judy Sutter - TCW

Three Years
Julie Cook - CW
Karlyn M. Kilroy - IDC
Frank Genovese - CW
Susan Miller - FCW
Jeannette Noyes - Link

Two Years
Billie Brownell - PCW
John Cox - CW
Kathryn Esplin - DN
James Farley - IDC
Scott Lun - TCW
Kara Kearman - IDC
Bonnie Mackeil - CW

September

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 29 SEPTEMBER 13, 1988

FCW

MULTI-PART PITCH SPURS CLIENT INTEREST

WASHINGTON — Hard sell, not image advertising, helped IDG's publication for the U.S. government computer market post a successful direct-mail campaign over the summer.

More than 120 qualified subscribers have already responded to the effort by *Federal Computer Week*, with far more on the way, according to David Topus, associate publisher of the newsweekly. The first sales have begun.

"Our marketing problem is that we have too many benefits to offer advertisers," he said. "We believe in all of them strongly; yet, when you advertise, what happens is one or two of them invariably take center stage and squeezed off the others."

The answer, he said, was to spread out the message over eight weeks.

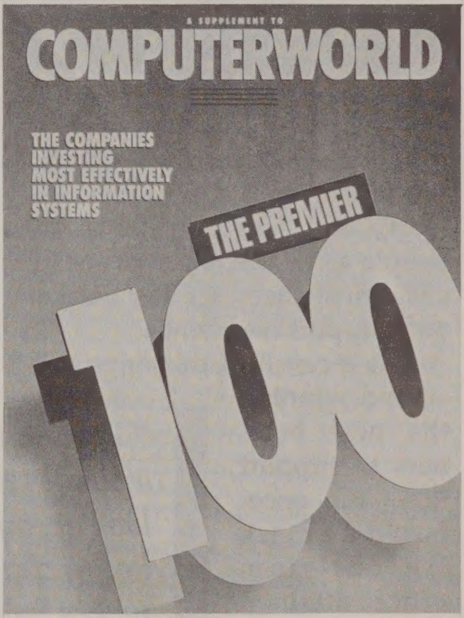
Each week, each one of the 5,000

Continued on page 2

Inside:
PC Resource Gets New Cover Design
see page 3

TOP 100 ISSUE

ARMED WITH A UNIQUE STUDY OF COMPUTERS IN U.S. BUSINESS, COMPUTERWORLD PICKS THE MOST EFFECTIVE USERS OF INFORMATION TECHNOLOGY


A SUPPLEMENT TO
COMPUTERWORLD
THE COMPANIES INVESTING MOST EFFECTIVELY IN INFORMATION SYSTEMS
THE PREMIER
100

FRAMINGHAM, Mass. — The IDG newsweekly for computer management professionals published yesterday the first-ever ranking of companies according to how well they use computers to succeed in business.

The list, the Computerworld Premier 100, comprises companies from all segments of U.S. industry and commerce, ranging from banking and retailing to utilities and the aerospace industry.

It appears in a special magazine-size insert to *Computerworld* with case studies of the winners in ten key segments, a story interpreting the results and an explanation of how the ranking was developed.

To determine a company's rank, *Computerworld* editors measured criteria such as its computer budget and the value of the computers it uses, and plotted it against the company's success, both in its marketplace and on the bottom line.

The result, according to editor Bill Laberis, is the first serious attempt by any institution in the U.S. to determine the actual benefit that computers give to the businesses that use them.

"This study clearly shows the value of working smarter," Laberis said, pointing out that some of the companies that spend most heavily on technology were outpointed in the study by those which manage technology more effectively.

Continued on page 3

WORKING SMARTER WITH SMALL STAFF MAKES IDC OFFICE MOST PROFITABLE

BRUSSELS — Taking over the IDC office here three years ago, new managing director Alain Cousin faced a dilemma: how to increase sales without necessarily staffing up to do it.

Chairman's Award/IDC

The solution, he found, was to rely heavily on raw data and services from IDC's global network, and hire only as many people as he needed to properly customize them for his market and support his clients.

As a result of this approach — and winning the new business to support it — the once-foundering IDC/Belgium office attained the highest productivity rate of any of the company's operations, winning for Cousin one of the IDC Chairman's Awards for 1988.

> *"Look not just at what a client tells you to look at, but also at his long-term needs. Its makes far more sense to provide direction now than to provide correction later." — Alain Cousin, managing director, IDC/Belgium*

Revenues for his office have increased almost 300 percent in less than three years; sales for 1988 will exceed $500,000. IDC/Belgium has a staff of just three fulltime employees, plus a small stable of freelancers.

And this growth may well continue, judging by the new business Cousin and his staff have developed over the last several months. They have sold projects to some of the largest companies in Belgium; the office has been designated as one of the few consultancies approved to serve the European Commission.

This appointment bodes well for IDC/Belgium. With the oncoming deregulation of European business relationships by 1992, many firms are scrambling for informed advice as they develop new strategies. Working for the European Commission, the rule-making body for the Common Market, IDC/Belgium will have an inside track.

A small office must be managed differently than a large one; Cousin attributes the success of IDC/Belgium to several factors.

First, knowledge. Cousin and his staff spend much effort familiarizing themselves with the various products and services offered by their parent company so that they will be ready to provide them to clients at a moment's notice.

Second, long-range market intelligence. "Look not just at what a client tells you to look at, but also at his long-term needs. Its makes far more sense to provide direction now than to provide correction later."

Third, identifying where the profit comes from. Instead of selling the entire product line as a package, Cousin says, one must establish a limited number of profit centers. ❑

FCW PITCH...

continued from page 1

qualified people on the *Federal Computer Week* prospect list received a brochure which focused on one of the benefits of advertising in the publication.

For example, one week's brochure might explain the advantages of appearing in a weekly format (the impact of repeated impressions), while another might discuss the value of reaching an all-Federal government readership (no state or local government readers with different needs).

Each brochure contained a response card; the cards began to flow in after the second mailing.

"This way allows us to do in the mail what a salesman does in person: anticipate arguments, and methodically break down opposition," Topus said. "It also lets us state clearly what we do for our clients while implying , just as clearly, that our competitor doesn't do these things."

The competitor in question, Ziff-Davis's *Government Computer News*, is a bimonthly with readers spread throughout federal, state and local government.

In another benefit of the campaign, each response card was coded so that the publication's marketing staff, under Carole May, could analyse the returned cards to determine which arguement generated the highest interest. Armed with this information, the sales staff can alter its pitch accordingly.

"That's one of the biggest trend in advertising — the ability to track the response to an ad," Topus said. "Besides providing this ability to our clients, we're benefitting from it ourselves." ❑

READER-FRIENDLY DESIGN

Magazine for home and small business microcomputer users gets a new face

PETERBOROUGH, N.H. — The IDG magazine for the individual PC users entered fall this month with a new look more akin to newsstand consumer publications than computer monthlies.

PC Resource, once laden with block-type headlines and photos of people with earnest expressions, now sports a lively headline typeface and cover photos that jump and bounce.

The inside, too, has changed. It has gained a more complete table of contents and flags on the top of each page in a section so that the reader can see which part of the book he's in.

"It's part of an overall campaign to serve our readers more effectively," said Susan Stewart, marketing director for the 18-month-old publication. "Our readers want straight information, delivered with clarity; our job is to use all of the tools at our command to give it to them. As the first thing a reader sees, design is one of the most important."

Designed by Rosslyn Frick, the magazine's new art director, the new *PC Resource* (pictured below, along with its predecessor) aims to impart a sense of excitement to the publication, Stewart said. Noting that it has a high proportion of newsstand sales, she said the covers must express the content of the publication more emphatically than it has before.

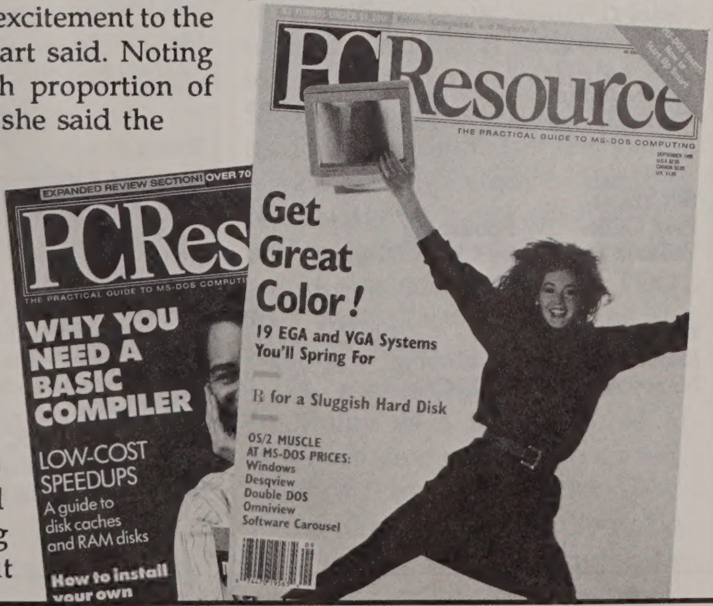
For example, the products on the cover are no longer pictured passively sitting on a table, but rather appear in more active settings such as flying in midair.

To increase readibility, headlines now run in upper-and-lower format, in a vertically-oriented typeface with very subtle serifs. Headlines with these three characteristics have been show in many studies on typography to be more readible.

Inside illustration has changed from photographs of products, sometimes in simulated 'real-life' settings, to conceptual drawings. "Illustration may be harder to do, but it helps readers get the essential idea of a story instead of just the literal subject of it," Stewart said.

The redesign comes at a time when *PC Resource* is under attack by a new competitor, *PC/Computing*, backed with the heaviest investment that has ever accompanied a computer publication roll-out. Some of the most expensive graphic artists and designers in the magazine industry have contributed to the new Ziff-Davis entry.

"We think the readers come first," Stewart said. "We prefer to design a publication that serves them best, to one that serves the professional design community."


EXPANDED REVIEW SECTION! OVER 70
PCRes
THE PRACTICAL GUIDE TO MS-DOS COMPUTI
WHY YOU NEED A BASIC COMPILER
LOW-COST SPEEDUPS
A guide to disk caches and RAM disks
How to install your own
PC Resource
THE PRACTICAL GUIDE TO MS-DOS COMPUTING
Get Great Color!
19 EGA and VGA Systems You'll Spring For
℞ for a Sluggish Hard Disk
OS/2 MUSCLE AT MS-DOS PRICES:
Windows
Desqview
Double DOS
Omniview
Software Carousel

CW 100...

continued from page 1

Special projects editor Michael Sullivan-Trainor spearheaded the effort to compile the ranking, which lasted more than a year. To do so, he developed a detailed formula in consultation with some of the leading analysts of business productivity in the U.S.

Bill Laberis, Computerworld *editor; and Micheal Sullivan-Trainor, special projects editor.*

This formula, published in the Computerworld Premier 100 issue, allows any company to calculate its own ranking.

The issue's design reflected both its origins in the newspaper and its identity as a magazine. "We wanted an authoritative look and feel, recognizing that this issue is to be kept for a long time," according to Chuck Ladouceur, its art director. As such, it uses many of the design elements of Computerworld, but interprets them in a magazine format.

Publishing the Computerworld Premier 100 positions *Computerworld* as a general business productivity magazine, according to publisher Fritz Landmann. "Technology is not good in itself; it's valuable only as a strategic tool to help businesses succeed. Our readers know this, and this issue tells them that we share this basic value."❑

People

Carolyn Casey has joined the staff of *PC World*, San Francisco, as northeast account manager for display advertising sales. Based in New York, she will represent the publication in a territory including New York, New Jersey, Connecticut and Pennsylvania.

A veteran of eight years in the computer publishing business, she has worked for *PC Magazine*, *PC Tech Journal* and *Computer Reseller News*. Before entering the industry, she was in space sales for Convenience Store Merchandiser.

IDG
WORLD
UPDATE

Editor
Donald Frazier

Art Director
Jim Suhre

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Mary Dolaher
Susan Perry
Véronique Sulliger

Production
KNVB Inc.

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AMIGA MAGAZINE REVAMPED FOR FAST-GROWING MARKET

MUNICH — Aiming at a resurgent market for the Commodore Amiga microcomputer, IDG's German publishing operation has taken a number of steps to make its publication its top book.

The publication, *Amigaworld*, has been made bimonthly; it had appeared just five times a year. It has been redesigned to increase newsstand sales. And it has gained a new editorial focus on business applications.

"Many of the Amiga publications in this market tend to be for the hobbyist or the enthusiast," according to *Amigaworld*'s editor, Manfred Schmidt. "But we are providing real answers to serious questions, put in a way that people can easily read so that they can find what they want."

Increased frequency, he said, was a response to the recent vigor of the Amiga marketplace in West Germany. More than 100,000 people have purchased the computer over the last year, spurring a market in the accessories and software which make for advertising pages.

And emphasis on newsstand sales, an thus a redesign, was necessary because competition is tough in the West German marketplace with well-established magazines such as *Markt & Technik* enjoying major market share. At 14 DM, *Amigaworld* is more costly than many of them.

The editorial focus on productivity applications, Schmidt said, stems from research of the new Amiga user — typically a business person who has exposure to larger systems, but is not technically-oriented. The competing publications, Schmidt said, tend to reflect the computer's origins among enthusiasts instead. ❑

Anniversaries

EIGHT YEARS
Ellen Levin - IDG Comm.
Nancy G. Thayer - World Expo Corp.

SEVEN YEARS
Kevin McPherson - CW Publishing

SIX YEARS
Paul Gillin - CW Publishing
William E. Laberis - CW Publishing

FIVE YEARS
Joan Pinsky - CW Publishing
Nancy A. DiPalma - IDC

FOUR YEARS
Frank J. Cutitta - IDG Comm.
Frank Wielki - CW Publishing
Hollis A. Brush - PC World
Michael McCarthy - Infoworld

THREE YEARS
Marsha J. Lindsey - IDG Comm.
Raju Mansharamani - Link Resources

TWO YEARS
Janet Glynn - IDG
Lisa D'Ambrosia - World Expo Corp.
Sharon Fisher - Infoworld
Eric Hippeau - Infoworld
Bernie Hockswender - CW Publishing
Gail Acquafresca - IDC
Angele Boyd - IDC
Rebecca S. Dawson - IDC
Marianne DeLuca - IDC

IDG
WORLD
UPDATE

VOLUME 18, NUMBER 30 SEPTEMBER 19, 1988

CW ARGENTINA

PUBLISHER BEATS TOUGH ECONOMY

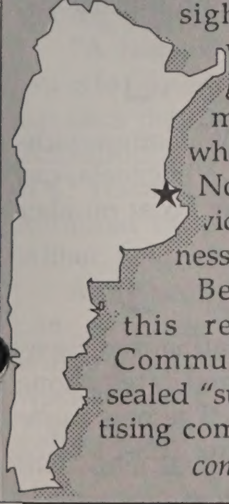
BUENOS AIRES — Despite a struggling national economy, IDG's publications in this country are 40 percent ahead of revenue plan and 1000 percent ahead of profit plan for the last half year, the manager of CW Communicaciones said.

Computerworld Argentina and *PC Mundo*, have in this time become the country's dominant computer publications, according to Ruben Argento. The former, he said, has cornered nearly 100 percent of the market for advertising to computer management professionals.

"All equipment comes, in some fashion, from abroad here," he said. "There is a thirst for insights on how it works, what it is good for and, most important, what's coming next. Nobody else provides that for business people."

Benefitting from this readership, CW Communicaciones has sealed "substantial advertising committment" from

continued on page 4



IDC ANALYST: IBM SUFFERS LONG-TERM WOES

FRAMINGHAM, Mass. — The largest company in the information technology industry has begun a long, slow decline from undisputed top of the heap to just another computer company, according to a top IDC analyst.

Once-dominant International Business Machines has either forfeited or lost control over its prospects in almost every key product line, said Will Zachmann, vice president, IDC office of technology assessment.

"IBM's much-acclaimed 'recovery' is likely to amount to no more than a temporary respite from underlying structural difficulties," Zachmann said, countering much public opinion that the $55 billion company has overcome its doldrums of the last few years.

Zachmann's views in the IBM report have been picked up by several major news media across the world, including *Business Week, The Wall Street Journal* and *Le Figaro.*

As a result, IDC gained much credibility as a major source of expert commentary on news and trends in the worldwide data processing industry, said Shelly Bakst, the business unit's communica-

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GERMAN PUBLISHER ATTAINS FIRST RANK IN NAME SHIFT

MUNICH — The largest non-U.S. operating unit of IDG, CW Publikationen Verlagsgesellschaft mbH, entered a new era last week by changing its name and, more importantly, its corporate status.

Now called IDG Communications Verlag AG, the company operates under a set of financial rules which will make it possible to do business with clients in other countries a great deal more easily, according to the company's controller.

"Defining ourselves this way, as a corporation with shares, will be very helpful because it paves the way for the new business environment of 1992, when we must communicate our financial affairs clearly to

continued on page 4

Telekommunikation
COMPUTERWOCHE
Stellenmarkt & Gelegenheiten auf den Seiten 36–47
ktuelle Wochenzeitung für die Computerwelt
Jahrgang/Nr. 31
29. Juli 1988
B 2615 C
Versiche
Information Management
PC WELT
Das Computer-Magazin für den professionellen Anwender
Tests: Laserdrucker Dataline | Tulip AT Compact 2 |
Mac-Datenbanken | Textprogramm Witchpen mal 5
Aktuell: IBM PS/2-70 | Zwei neue Compaq-Rechner
Wissen: PC-Seminar | Festplatte nachrüsten

IBM...

continued from page 1

tions director.

"This kind of analysis causes the entire industry — including many potential clients — to take notice of what we're doing," she said. "People may disagree with an analysis such as Zachmann's, but his views are well-made and, as such, he articulates the terms of discourse on many important subjects like the fate of IBM."

As reasons for IBM's decline, Zachmann cited the trend away from proprietary architectures and toward open systems dependent upon the designs of no single vendor. As this happens, he said, IBM's profit margins will erode because it can no longer charge premium prices.

> *"IBM's much-acclaimed 'recovery' is likely to amount to no more than a temporary respite from underlying structural difficulties."*
> *— Will Zachmann, IDC analyst.*

As examples, he cited the recent AS/400 line of minicomputers as a lackluster competitor to the minis offered by Digital Equipment Corp., the "illusory" benefits of its personal computer architecture of choice, MCA and the new ability to compete with IBM in the mainframe market as an indirect result of the settlement between IBM and Fujitsu over IBM operating system source code. ❑

People

Dianne Barrett, art director for *Network World*, Framingham, has been honored by the American Institute of Graphics Arts for excellence in newspaper design in a recent issue of the newspaper. As a result, her design for a special section will be reproduced in an upcoming issue of the prestigious organization's annual publication, *Graphic Design USA*.

❑ ❑ ❑

Beth Lazurus has been promoted to a new post for *Network World*, assistant managing editor/production. In this role she will oversee the operations of the copy desk, facilitating its workings with the news department, the art department and the production staff.

❑ ❑ ❑

James Shannon has joined the sales staff of *Digital News*, Boston, as a sales representative for the southeastern region. A veteran of advertising sales in the Digital Equipment marketplace, Shannon comes from *Hardcopy*, which *Digital News* parent company IDG Communications acquired last summer. He has also served as New England sales representative for *Cosmopolitan*.

❑ ❑ ❑

Cyrus Whittier has become a classified advertising representative for *Digital News*, Boston. Most recently a market research consultant for International Data Communications, Framingham, Mass., he has also served as an ad representative for *News West*, Framingham.

Silvia Petrella, a veteran computer journalist, has been named editor in chief of IDG's newspaper for the Italian computer management professionals, *Computerworld Italia*, Milan. In this capacity she will be responsible for all aspects of editorial coverage and positioning, including an effort to increase microcomputer coverage .

She comes from *PC Week Italia*, Ziff-Davis Publishing Co., where she served as managing editor. She has also worked at Italy's major publication serving the mainframe computer marketplace, *Linea EDP*, as editor in chief for two years. Trained as a journalist, Petrella was New York bureau chief for a major Italian daily newspaper.

Nuts & Bolts

The IDG corporate video presentation is now ready for use by all business units. Each business unit will receive one free copy; for extras, call Adam Hirsh in the office of corporate communications, 508-875-5000.

❑ ❑ ❑

The offices of CW Communicaciones in Caracas, Venezuela, can now be reached by fax at number 58-2-724970.

❑ ❑ ❑

IDC Schweiz, Schaffhausen, Switzerland, has changed its telephone and fax numbers. The new numbers, in order, are: 053-24-21-23 and 053-24-73-64.

IDC: CONSULTING HOT IN EUROPE

LONDON — European users of information technology are buying more and more high-level software consulting services, according to a new report from the IDC European Technology Services Group.

"There's a more strategic approach to data processing now," according to Andrew Walker, IDC analyst. To use information as a strategic tool, he said, companies want to build a system around their needs.

As a result, Walker said, large management consulting firms such as Arthur Andersen and Coopers & Lybrand are increasing their presence.

With the coming of a unified European economy in 1992, he said, the European software industry itself is undergoing a wave of acquisitions and mergers to be able to compete effectively with U.S. vendors, and with each other.

SERVICE A GOOD BUY, NEW PBX STUDY FINDS

FRAMINGHAM, Mass. — Belying the popular impression of a great deal of discontent with PBX vendors' service, IDC has found that the vast majority of people who use these systems actually think they're getting a good value.

"A host of new and different ways to provide service has sprung up since the divestiture of AT&T," according to Mary Ellen Palma, IDC research manager, who coauthored the study with Marilyn Aliber, research analyst.

As a result, she said, customers can structure service programs with a great deal of flexibility that wasn't always possible in the past. These programs can accommodate their own level of expertise, their budget, and their load levels. ❑

MAP PROMO BOOSTS SHOW

FRAMINGHAM, Mass. — Telecommunications companies have responded ahead of plan to a unique promotional idea offered to vendors who are going to exhibit at the next Communications Networks trade show, according to its sponsor, the Conference Management Group.

Clients such as Bolt, Berenak & Newman; IBM, MCI and Memotec will take part in the promotion, a poster-sized map of the U.S. with names of each company and a cartoon of its building to be distributed to attendees of the show, to take place in February.

"This is a fairly close-knit industry with a great feeling of community," said the project's manager, Nancy Thayer. Over 70 companies are planned for the map. ❑

DATABASE UNIT BREAKS OUT ON ITS OWN

FRAMINGHAM, Mass. — The most recent part of IDG to become an independent business unit has formally set up shop under a new name, with a charter to collect business outside of the home company.

Dubbed Installed Technology International, the new business is the successor to Global Data Resources. The oldest single part of IDG, the operation's major product is information culled from an exhaustive database containing information on 175,000 sites worldwide that use information technology.

Under president Paul Earl, the new business numbers 45 people in the U.S. and the United Kingdom. Its survey services section has rejoined parent company IDC.

ITI's clients include IBM, DEC and Prime Computer. Non-IDG customers make up the vast bulk of the company's business. ❑

SPECIAL EFFORTS GAIN RECORD FOR APPLE MAG

SAN FRANCISCO — Thanks to an array of special programs for advertisers and sales staffers, IDG's monthly for users of the Apple Macintosh micro posted a record issue this month.

The magazine, *Macworld*, sold 268 pages of advertising in the September issue — an 83 percent improvement over the same issue last year. By contrast, competing monthly *MacUser* from Ziff-Davis printed 214 pages of ads, a 58 percent gain.

Explaining the month's performance, president Jim Martin credited several special programs for advertisers, such as a 15 percent discount for those who place their orders two weeks early, a free entry in the card deck for all advertisers, and two new ways to advertise in *Macworld*: a half-circulation run, and a so-called 'A/B split' so that advertisers with different products can buy just one space.

"These programs emphasize our superior market position to advertisers, because they just wouldn't make sense if we weren't the book best able to meet their needs," Martin said.

In addition, *Macworld* offered special bonuses to sales staffers for the issue. Appearing during last month's Macworld Expo, the issue contained much materials relating the show and *Macworld*'s activities there. ❑

MACWORLD
August 1988 $3.95
The Macintosh® Magazine
1988 Winners!
Computer Graphics on the Mac

CW ARGENTINA...

continued from page 1

all ten of the top computer companies active here, including IBM, Hewlett-Packard, Lotus Development and Data General.

The company has also started a series of newsletters on the products of certain companies, such as Cullinet and Unisys. These publications, high in subscription rates, will also accept advertising.

Its performance took place against a backdrop of very high inflation and negative real growth in the economy. But recent government financial measures may well control inflation, leading to accelerated investment in this country and, thus, improved prospects for information technology. ❑

IDG
WORLD
UPDATE

Editor
Donald Frazier

Art Director
Jim Suhre

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Mary Dolaher
Susan Perry
Véronique Sulliger

Production
KNVB Inc.

IDG World Update is published weekly for the employees of International Data Group. *Update* encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 617-875-5000; Telex: 95-11-66-651; Fax: 617-879-4681; On-Tyme mailbox: IDG.F/SUNDWALL.

GERMAN PUBLISHER...

continued from page 1

people outside of Germany," Jürgen Reischl said, referring to the upcoming deregulation of Western European economies.

The IDG operation had been classed a 'Gesellshaft mit beschrankter Haftüng', or, a limited liability corporation. Under West German law, the holding of such corporations cannot be made easily liquid.

"This is a great achievement for all the people in our West German operation, who've done such an excellent job of making this market a showcase of what IDG can do around the world," said IDG chairman Patrick McGovern, who was present to help announce the event.

To elevate its status as IDG Communications Verlag AG did, a German company must attain a certain level of assets, sales and employment.

The oldest non-U.S. publishing company of IDG, the German operation was founded 14 years ago with five people. It now publishes six periodicals, *Computerwoche, PC Woche, PC Welt, AmigaWelt, MS-DOS Welt* and *IM;* and manages a seminar division. Its revenues last year exceeded $42 million DM; or $75.6 million US. ❑

Corrections

Last week's *Update* inaccurately described a direct mail promotion conducted by *Federal Computer Week*. The program addressed qualified advertisers of the publication, not qualified subscribers. *Update* regrets the error.

Anniversaries

NINE YEARS
Aaron Goldberg - IDC

SEVEN YEARS

Rachel E. Wasser - Infoworld Publishing
Gloria Lodge Wenblad - IDG Communications/Peterborough

SIX YEARS
Donald Pratt - IDC Communications/Peterborough
Barbara Wierzbicki - CW Publishing

FIVE YEARS
Maureen Gannon - IDG Communications
Karl T. Koessel - PC World Communications
John S. Gallant - CW Publishing

FOUR YEARS
Cheryl A. Tynan - CW Publishing

THREE YEARS
Mary R. Jakubowicz - IDC
Karen H. Wickre - PC World Communications
William J. Creonte - CW Publishing

TWO YEARS
Peter J. Hoffman - CW Publishing

IDG
WORLD
UPDATE

VOLUME 18, NUMBER 31

SEPTEMBER 26, 1988

IDC BEATS FOES TO OFFER SERVICE ON INTEGRATION

FRAMINGHAM, Mass. — IDG's research and analysis group has created the first complete program in its industry to provide business intelligence on vendors which design and coordinate large computer systems.

The Systems Integration Services program of IDC comprises a wide range of information to make sure these companies know what large computer system users need and how well — or poorly — they use systems integrators to get it.

It serves a $7.85 billion market for systems integration services, a market which has grown by 19 percent over the last five years.

"The challenge of integrating complex information systems — and strategically designing them to support corporate objectives — is a major concern of today's management information professionals," according to Jack Epstein, vice president, integration group.

"These people at large sites need systems integrators, and systems integrators need data and insights only IDC can provide," he said.

Continued on page 4

VENEZUELA

HOT MARKET SPURS MICRO SPIN-OFF

Profitable with the initial issue, new book breaks out soon

CARACAS — Another IDG magazine for personal computer users in business hit the streets last month, becoming the company's newest publication in the Latin American marketplace.

The first issue of the bimonthly, *Microcomputerworld Venezuela*, carried 36 pages, including 12 pages of ads from companies such as Epson, Unisys, Wang Laboratories and Hewlett-Packard.

Folded into *Computerworld Venezuela*, a newspaper for computer management professionals, the magazine will become soon become a freestanding monthly. It is already profitable, its management said.

"Just like the rest of South America, Venezuela has been experiencing significant growth in the number of PCs and, more importantly, in their applications for business and networking with

Continued on page 2

COMPUTER NEWS DAILY DEBUTS

Industry news, worldwide, overnight

STOCKHOLM — Scandinavia gained its first daily computer newspaper this week as IDG's Swedish publishing operation kicked off its latest new service, *CW Executive Newsfax*.

The publication, aimed at a small number of executives mainly in the financial services industry and in management consulting, captures the top ten computer news stories from around the

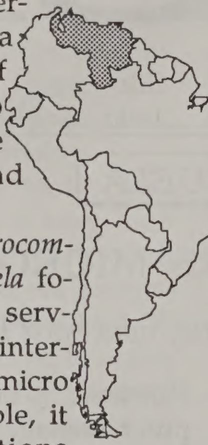
Continued on page 2

VENEZUELA...

Continued from page 1

systems," according to Kalman von Vajna Nagy, president of CW Communicaciones CRL.

The number of micros in the country, he estimates, is growing at more than 25 percent per year, with a sizeable share of them going into sites with large mainframes and minicomputers.



As such, *Microcomputerworld Venezuela* focuses on products, services and issues of interest to this group of micro users. For example, it reviews applications software with special attention to compatibility of their data with larger systems and their technical standards.

CW Communicaciones launched the new publication to give micro advertisers a cost-effective vehicle to address readers of the host book, Nagy said. Its rates are about 60 percent the display page rates of *Computerworld Venezuela;* while its readership lacks the larger system professionals who read the larger publication.

The new entry is plunging into a newly-competitive marketplace for micrcomputer publications. *Informatica 21*, the oldest one, is reportedly on the wane; but the relatively new *Computer News* has already carved out a niche.

"To dislodge them, we rely on three things," Nagy said. "First, we must show that we understand the market as not completely distinct from the larger system market, but as a consequence and a complement to it."

Microcomputerworld Venezuela must also exploit the global resources of IDG, and must provide information that helps its readers use computers to become productive in business, not just technically proficient, Nagy said.❏

> *"We understand the personal computer market as not completely distinct from the larger system market, but as a consequence and a complement to it." — Kalman von Vajna Nagy, president, CW Communicaciones*

SWEDISH COMPUTER DAILY DEBUTS...

Continued from page 1

world, in short, easily-digested form, as fast as any daily newspaper.

"This is a very attractive opportunity for us to offer a unique product with the services and expertise that we already have in-house," said Bengt Marnfeldt, general manager of CW Communications AB.

Its stories, only a few paragraphs long, focus on new product introductions and prices, product design trends and new technologies, according to Mike Notrica, the publication's editor.

> *"This is a very attractive opportunity for us to offer a unique product with the services and expertise that we already have in-house,"– Bengt Marnfeldt, general manager, CW Communications AB.*

"We want a fast read to give our subscribers advance word on all the important news that day before they've had their coffee," he said.

Material for the newspaper comes from all IDG news operations around the world through the Boston-based IDG News Service and the IDG Sweden editorial operation. Edited at night, it is transmitted by microcomputer-based fax machine to subscribers by morning.

A year's subscription to the service will cost about $4800 kroner, or about $720.

CW Executive Newsfax will be sold with two other new services. The first, *CW Executive Report*, will be a similarly produced and distributed publication discussing one particular subject and its effect on Swedish information technology users every two weeks.

The second, a series of seminars, will convene subscribers to the new services and influiential figures in the nation's computer industry for in-depth sessions on how technology users can prepare for the systems and the future and get the greatest productivity from the systems they already have. ❏

Human Resources News

Job Opportunities

Revised: September 22, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Bookkeeper (2)	Framingham, MA	D. Thistle	(508) 875-5000
IDG	Secretary/Receptionist	Framingham, MA	D. Thistle	(508) 875-5000
IDG	Corporate Travel Coordinator	Framingham, MA	D. Thistle	(508) 875-5000
IDG/CI	List Telemarketer	Framingham, MA	D. Goldstein	(508) 879-0700
ITI	P/T Market Research Assistants	Framingham, MA	S. Wilsmer	(508) 872-2700
ITI	VAR Market Research Associate	Framingham, MA	J. Capolino	(508) 872-2700
ITI	VAR Database Manager	Framingham, MA	J. Capolino	(508) 872-2700
ITI	Data Development Network Coord.	Framingham, MA	S. Perry	(508) 875-5000
IDC	Manager, Software Market Analyst	Framingham, MA	K. McPherson	(508) 872-8200
IDC	Quiksurv P/T Interviewers	Framingham, MA	P. Ross	(508) 872-8200
IDC	CAD/CAE/CAM Specialist	Framingham, MA	V. Brown	(508) 872-8200
IDC	Senior Consultant	Framingham, MA	R. Segal	(508) 872-8200
IDC	Administrative Assistant	Framingham, MA	D. Thistle	(508) 875-5000
IDC	Senior Market Analyst	Framingham, MA	K. Kugal	(508) 872-8200
CWPI	Mid Atlantic Correspondent	*Computerworld*, Framingham, MA	B. Laberis	(508) 879-0700
CWPI	P/T Sales Assistant	*Computerworld*, Burlingame, CA	N. Zekman	(415) 347-0555
CWPI	Copy Editor	*Computerworld*, Framingham, MA	S. Ulfelder	(508) 879-0700
CWPI	Staff Writer	*Computerworld*, Framingham, MA	P. Gillin	(508) 879-0700
CWPI	Assistant Editor	*Computerworld*, Framingham, MA	G. Harrar	(508) 879-0700
NWW	West Coast Correspondent	*Network World*, San Francisco, CA	M. Petrosky	(415) 546-7722
NWW	Assistant Managing Editor	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Copy Editor	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Staff Writer	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	P/T Editorial Assistant	*Network World*, Framingham, MA	C. Tynan	(508) 879-0700
NWW	West Coast Bureau Chief	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
CIO	Staff Writer	*CIO*, Framingham, MA	M. Blumenthal	(508) 879-0700
DNP	Senior Writer	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Executive News Editor	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Senior Reporter	*Digital News*, Los Angeles, CA	C. Sandler	(617) 482-8470
DNP	Production Assistant	*Digital News*, Boston, MA	V. Blake	(617) 482-8470
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617) 482-8470
PCW	Administrative Assistant	*Macworld*, San Francisco, CA	C. La France	(415) 546-7722
PCW	Administrative Assistant	*Macworld*, San Francisco, CA	J. Lagas	(415) 546-7722
PCW	Associate Editor	*Macworld*, San Francisco. CA	A. Mello	(415) 546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	D. Ushijim	(415) 546-7722
PCW	Assistant Editor	*Macworld*, San Francisco. CA	C. Person	(415) 546-7722
PCW	Research Assistant	San Francisco, CA	R. Ames	(415) 546-7722
PCW	Administrative Assistant	*PC World*, Paramus, NJ	J. Edman	(415) 546-7722
PCW	Administrative Assistant	*PC World*, Atlanta, GA	J. Sutter	(404) 394-0758
PCW	Associate Art Director	*PC World*, San Francisco. CA	C. Steenberg	(415) 546-7722
PCW	Typesetter	*PC World*, San Francisco, CA	E. Hament	(415) 546-7722

Job Opportunities

(Continued)

Division	Title	Publication / Location	Contact Manager	Phone #
PCW	Designer	*PC World,* San Francisco. CA	C. Steenberg	(415) 546-7722
PCW	Senior Design Associate	*PC World,* San Francisco. CA	C. Steenberg	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco. CA	G. Vanlue	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World,* San Francisco, CA	G. Clark	(415) 546-7722
PCW	Account Manager	*Publish!,* Natick, MA	M. Browning	(508) 879-0700
PCW	Administrative Assistant	*Publish!,* Los Angeles, CA	C. Luther	(213) 312-8008
IFW	Writer, Hardware	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Assistant Reviews Editor	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/ITI	Susan Perry / Debbie Thistle	(508) 875-5000
CW	Carolyn Favilla	(508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin	(508) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

The *Job Opportunity Listing* is published on a bi-weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientations for IDG, IDG/C, IDC, WEC and ITI employees on the following dates during 1988:

October 11 November 15 December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425, to schedule for the October 11th session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

REMINDER
To employees with State Mutual Insurance

Now that all bills are submitted directly to State Mutual, please make sure that State Mutual and your Human Resource division have your most current address. This is to insure that all correspondence, checks, etc., will be sent directly to your home and will not be at risk of getting lost or delayed in the mail.

In order to change your address at State Mutual, send in a claim form with your new address highlighted and marked "New Address".

Also, any questions you may have regarding your insurance must be directed to your Human Resource.division to avoid confusion and to provide smoother and more direct transactions of information.

Thank you.

VOLUNTEERING:
An opportunity to explore vocations

PROSPECT HILL PARENTS' AND CHILDREN'S CENTER
is looking for teens and parents to occupy some of those after school and weekend hours with something meaningful and interesting. Volunteer work offers a tremendous variety of fullfilling activities along with experiencing the purpose and responsibility of a job. It also offers a chance to learn about opportunities for careers, and to work with people of different ages , backgrounds and communities.

Following are some types of organizations which may have volunteer opportunities:

- Arts and Crafts shops
- Audubon Societies
- Child Care Centers
- Community Drama Groups
- Nursing Homes - programs for the elderly
- Political campaigns
- Veterinarian Clinics

There is a more complete listing available for anyone interested. Please call Debbie Thistle at IDG x416 for your list.

Classifieds

FOR SALE - Tired of paying rent? Easy commute to Worcester/Framingham; 1 mile from 395. Top floor condo, fully applianced, 2 bedroom, carpeted throughout. Low condo fee!! $72,900. For more information call Rick at CW, x581.

FOR SALE - Nissan Sentra, 2-door hatchback, 1984, automatic transmission, AM/FM cassette, metallic blue, new engine, new transmission. Excellent condition. Contact Donald at IDG, x329.

FOR SALE - Buy my Bug!!1968 VW Bug, awesome condition. New: transmission, clutch, starter, muffler, tires, battery, brakes. Just had tuneup. Recently restored and repainted. Asking $1000 or best offer. Please call Jody Roberts at 964-3030 (work), or 969-6677 (home).

FOR SALE - 1984 Audi 5000s Turbo. Dark grey, light grey leather interior. Sunroof, Blaupunkt stereo, AC, heated seats, automatic transmission. Mint condition. Newly tuned. All new muffler system, brake pads and disks. 61,000 miles. $10,500. Call Nancy Kelly at 482-8470.

FOR SALE - 1983 VW GTI, 93K miles, black, sunroof, Blaupunkt stereo radio/cassette. Excellent condition. Minimum rust, asking $3,500. Call (617)738-0598 please leave message.

WANTED - Female roommate to share two family house in Framingham. $325/month plus 1/2 utilities. Available immediately. Call Diane at 872-8200 x317.

WANTED - Female, non-smoker, 25-30, for 2 bedroom in West Roxbury. $350/month plus utilities. Available September 1st. Contact Nancy (w) 872-8200 x821 or (h) 327-6327.

WANTED - Maximum of 2 female roommates to share huge 4 bedroom house in Framingham. 3 baths, 3 floors, 2 car garage, 2 fireplaces. A great deal at $350/plus utilities (electric) and there is not even a lease to sign! Call Gail at GDR (508) 872-8200, x259.

WANTED - TEMPORARY HOUSING NEEDED for 2-6 months. Will share apartment or rent a room - in process of relocating to Boston. Please call Stephen Lawton, DN in Boston at (617)482-8470.

FOR RENT - Townhouse in Watertown to share September 1st. On-street parking, pool, 20 minutes to Framingham. $450/month plus utilities. Call Paul at 872-8200 x625.

FOR RENT - VACATION RENTAL! Waterville Valley area. One bedroom condo - sleeps 4, cable TV. Easy access to White Mountains foliage and ski areas. $250/week or $150/weekend. Call Tom at 872-8200 x594 or home at (508)359-2020.

THINK SNOW! Seeking members for ski chalet located in Mount Washington Valley, Conway, N.H. Minutes from Attitash, Wild Cat, Cranmore, Bretton Woods, Sunday River ski areas. Membership valid Dec. 1 to March 31. For more information, contact Mark Schultz, CW x683 or Judy Schultz, CW x310.

Need decorated cakes, holiday pies, Xmas logs, specialty desserts? Call Judy, CW x310.

If interested in running a classified ad in *Human Resources News*, please contact Debbie Thistle, IDG Human Resources, x416.

LOCAL COMPUTER SCENE BOOK GOES ONLINE

Seeking computer-savvy readers through popular database service

BOSTON — One of IDG's three metro area computer enthusiast tabloids has gone electronic, providing editorial material and job ads to anyone who plugs into a popular city-wide online database service.

About 10,000 people — reportedly computer-savvy people — dial up *Boston Computer Currents* every month through the service, according to Mark Schultz, senior account manager and an architect of the program.

"Only technoids would do it," he said, explaining that the people who frequent online database services are usually quite involved in the computer scene, making them likely readers of *Computer Currents*. "This is a way we can reach many of the right people who don't get the magazine."

Four types of material from the publication run on the Boston CityNet wire, a service with listings of items such as entertainment events, real estate postings and so forth.

They are: data important to *Computer Currents* readers and advertisers, such as an editorial calendar and an advertising rate card; a catalogue of new computer products and services; a section of recruitment ads for the Greater Boston area; and an interactive bulletin board for letters to the editor and subscription requests, Talk Back.

The recruitment ads in the so-called Computer Currents Career Corner come free to anyone who places a help-wanted ad in the printed publication. Ads appear online for six weeks — two weeks longer than the print version run of four weeks.

And they appear immediately. "This helps us overcome the objection that our format can't draw well because we have a two-week lead time," Schultz said. As an incentive to prospective advertisers, Schultz said, the online *Computer Currents* has already convinced some wayward clients to return.

To run on the Boston CityNet wire, *Computer Currents* pays nothing. Instead, it gives the service a quarter-page ad space. Its two sister publications, serving Los Angeles and the San Francisco/Silicon Valley area, may soon emulate the idea, Schultz said. ❑

TO COVER OR NOT TO COVER: THE OS/2 CASE

IDG people handle new operating system software technology differently

Confronted with one of the most ambiguous trends in the computer industry, IDG operations have responded cautiously to the slow, fitful advance of the new OS/2 operating system for personal computers.

Dubbed the operating system of the future by some, OS/2 poses the question: how much attention should be paid to something which isn't there yet and may not be for years to come?

"Despite the heavy press coverage that OS/2 has received, its sales have not rocketed," according to Nancy McSharry, senior analyst of IDC's PC software service and author of a recent report on its acceptance. There is little that can be done with OS/2 so far, she said, referring to the paucity of software written for it.

Other IDG people concede this point, but claim that the operating system still deserves attention because it is advocated by two of the most influential companies in the micro business, IBM and Microsoft.

"It's no big deal for our readers for now, but we continue to cover it heavily because, at some point it's going to become a big deal for them. Our readers deserve to know how this system might affect the range of options open before them," said Michael Lowe, executive editor for micro buyer's newspaper *InfoWorld*, Menlo Park, Calif.

This point may come later rather than sooner. According to other technology-watchers at IDG, many users are content with the current standard MS-DOS. "There's much, much productivity to be gained under MS-DOS," said one IDG product reviewer. "I'd rather help my readers solve practical problems they face now than try to read tea leaves."

OS/2 is slated to take hold eventually as the new generation of PCs based on the 80286 and 80386 chips becomes standard, McSharry's report said. But this will happen only as current generation machines are retired, she added. Until them, the size of the installed base in these machines inhibits OS/2's ability to emerge as the new standard replacing MS-DOS. ❑

SYSTEMS INTEGRATORS...

Continued from page 1

Among the services offered by the new program are major reports on the industry, monthly bulletins on news events affecting it, profiles on current or potential leaders of the industry, a regular client inquiry service, a newsletter, Systems Integration Newsbriefs; worldwide access to IDC's libraries; and admission to IDC Briefing Sessions and Executive Conferences.

In addition, customers of the services can attend free a conference on systems integration to be held next month in Washington D.C., in cooperation with IDG newspapers *Computerworld* and *Federal Computer Week.*

"This package of services is unique because it offers more comprehensive coverage of the key issues driving a dynamic market than any competing programs," according to Karen Kugel, director of the systems integration service.

> *"Information resources are an essential corporate asset to companies and a strategic weapon; system integrators must realize both these facts to deal effectively in this new field." — Karen Kugel, director, systems integration service*

In a related research effort, IDC also identifies companies that need systems integrators, and describes how they select them.

"User organizations are often quite unclear about the risks and advantages of using systems integrators," Kugel said. "But their information resources are an essential corporate asset to them and a strategic weapon; system integrators must realize both these facts to deal effectively in this new field."

IDG
WORLD
UPDATE

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People

Don Kennedy, executive news editor of *Digital News*, Boston, has been appointed editor in chief of IDG's publication for computer management professionals in Australia, *Computerworld Australia*, Sydney. In this capacity he will responsible for overseeing the editorial positioning and execution of Australia's largest newspaper in its market.

News editor of *Digital News* when it rolled out in summer 1986, Kennedy was promoted to his current post in early 1988. He came to IDG from IBM, where he has been a public relations spokesman for its Entry Systems Division, Boca Raton, Fla. A computer publishing veteran, he had been news editor for *PC Magazine*, and associate editor for *PCjr*, both in New York. Outside of the industry, he had served as deputy county executive of Broome County, New York, and taught literature and writing at the State University of New York.

Anniversaries

EIGHT YEARS
Jane Creighton - CW Publishing

SIX YEARS
Larry K. Bishop - IDC

FIVE YEARS
Stephen Robbins - IDG Communications
Dorothy Mager - IDG
Ellen M. Staelin - IDC

THREE YEARS
Melissa L. Christie - CW Publishing
James A. Martin - PC World Communications
Pauline Manning - Digital News

TWO YEARS
Shirley Gines - PC World Communications
Beth Dudas - IDG Communications
Marianne O'Neill - IDC

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 29 SEPTEMBER 13, 1988

FCW

MULTI-PART PITCH SPURS CLIENT INTEREST

WASHINGTON — Hard sell, not image advertising, helped IDG's publication for the U.S. government computer market post a successful direct-mail campaign over the summer.

More than 120 qualified subscribers have already responded to the effort by *Federal Computer Week*, with far more on the way, according to David Topus, associate publisher of the newsweekly. The first sales have begun.

"Our marketing problem is that we have too many benefits to offer advertisers," he said. "We believe in all of them strongly; yet, when you advertise, what happens is one or two of them invariably take center stage and squeezed off the others."

The answer, he said, was to spread out the message over eight weeks.

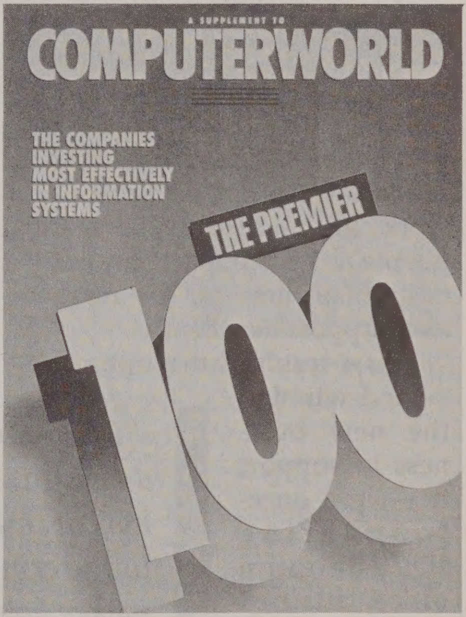
Each week, each one of the 5,000

Continued on page 2

Inside:
PC Resource Gets New Cover Design
see page 3

TOP 100 ISSUE

ARMED WITH A UNIQUE STUDY OF COMPUTERS IN U.S. BUSINESS, COMPUTERWORLD PICKS THE MOST EFFECTIVE USERS OF INFORMATION TECHNOLOGY


A SUPPLEMENT TO
COMPUTERWORLD
THE COMPANIES INVESTING MOST EFFECTIVELY IN INFORMATION SYSTEMS
THE PREMIER
100

FRAMINGHAM, Mass. — The IDG newsweekly for computer management professionals published yesterday the first-ever ranking of companies according to how well they use computers to succeed in business.

The list, the Computerworld Premier 100, comprises companies from all segments of U.S. industry and commerce, ranging from banking and retailing to utilities and the aerospace industry.

It appears in a special magazine-size insert to *Computerworld* with case studies of the winners in ten key segments, a story interpreting the results and an explanation of how the ranking was developed.

To determine a company's rank, *Computerworld* editors measured criteria such as its computer budget and the value of the computers it uses, and plotted it against the company's success, both in its marketplace and on the bottom line.

The result, according to editor Bill Laberis, is the first serious attempt by any institution in the U.S. to determine the actual benefit that computers give to the businesses that use them.

"This study clearly shows the value of working smarter," Laberis said, pointing out that some of the companies that spend most heavily on technology were outpointed in the study by those which manage technology more effectively.

Continued on page 3

WORKING SMARTER WITH SMALL STAFF MAKES IDC OFFICE MOST PROFITABLE

BRUSSELS — Taking over the IDC office here three years ago, new managing director Alain Cousin faced a dilemma: how to increase sales without necessarily staffing up to do it.

Chairman's Award/IDC

The solution, he found, was to rely heavily on raw data and services from IDC's global network, and hire only as many people as he needed to properly customize them for his market and support his clients.

As a result of this approach — and winning the new business to support it — the once-foundering IDC/Belgium office attained the highest productivity rate of any of the company's operations, winning for Cousin one of the IDC Chairman's Awards for 1988.

> *"Look not just at what a client tells you to look at, but also at his long-term needs. Its makes far more sense to provide direction now than to provide correction later." — Alain Cousin, managing director, IDC/Belgium*

Revenues for his office have increased almost 300 percent in less than three years; sales for 1988 will exceed $500,000. IDC/Belgium has a staff of just three fulltime employees, plus a small stable of freelancers.

And this growth may well continue, judging by the new business Cousin and his staff have developed over the last several months. They have sold projects to some of the largest companies in Belgium; the office has been designated as one of the few consultancies approved to serve the European Commission.

This appointment bodes well for IDC/Belgium. With the oncoming deregulation of European business relationships by 1992, many firms are scrambling for informed advice as they develop new strategies. Working for the European Commission, the rule-making body for the Common Market, IDC/Belgium will have an inside track.

A small office must be managed differently than a large one; Cousin attributes the success of IDC/Belgium to several factors.

First, knowledge. Cousin and his staff spend much effort familiarizing themselves with the various products and services offered by their parent company so that they will be ready to provide them to clients at a moment's notice.

Second, long-range market intelligence. "Look not just at what a client tells you to look at, but also at his long-term needs. Its makes far more sense to provide direction now than to provide correction later."

Third, identifying where the profit comes from. Instead of selling the entire product line as a package, Cousin says, one must establish a limited number of profit centers. ❑

FCW PITCH...

continued from page 1

qualified people on the *Federal Computer Week* prospect list received a brochure which focused on one of the benefits of advertising in the publication.

For example, one week's brochure might explain the advantages of appearing in a weekly format (the impact of repeated impressions), while another might discuss the value of reaching an all-Federal government readership (no state or local government readers with different needs).

Each brochure contained a response card; the cards began to flow in after the second mailing.

"This way allows us to do in the mail what a salesman does in person: anticipate arguments, and methodically break down opposition," Topus said. "It also lets us state clearly what we do for our clients while implying , just as clearly, that our competitor doesn't do these things."

The competitor in question, Ziff-Davis's *Government Computer News*, is a bimonthly with readers spread throughout federal, state and local government.

In another benefit of the campaign, each response card was coded so that the publication's marketing staff, under Carole May, could analyse the returned cards to determine which arguement generated the highest interest. Armed with this information, the sales staff can alter its pitch accordingly.

"That's one of the biggest trend in advertising—the ability to track the response to an ad," Topus said. "Besides providing this ability to our clients, we're benefitting from it ourselves." ❑

READER-FRIENDLY DESIGN

Magazine for home and small business microcomputer users gets a new face

PETERBOROUGH, N.H. — The IDG magazine for the individual PC users entered fall this month with a new look more akin to newsstand consumer publications than computer monthlies.

PC Resource, once laden with block-type headlines and photos of people with earnest expressions, now sports a lively headline typeface and cover photos that jump and bounce.

The inside, too, has changed. It has gained a more complete table of contents and flags on the top of each page in a section so that the reader can see which part of the book he's in.

"It's part of an overall campaign to serve our readers more effectively," said Susan Stewart, marketing director for the 18-month-old publication. "Our readers want straight information, delivered with clarity; our job is to use all of the tools at our command to give it to them. As the first thing a reader sees, design is one of the most important."

Designed by Rosslyn Frick, the magazine's new art director, the new *PC Resource* (pictured below, along with its predecessor) aims to impart a sense of excitement to the publication, Stewart said. Noting that it has a high proportion of newsstand sales, she said the covers must express the content of the publication more emphatically than it has before.

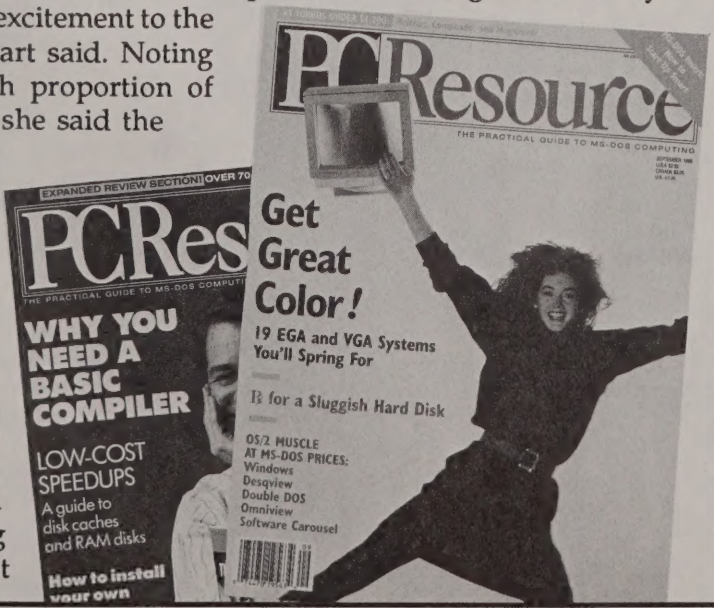
For example, the products on the cover are no longer pictured passively sitting on a table, but rather appear in more active settings such as flying in midair.

To increase readibility, headlines now run in upper-and-lower format, in a vertically-oriented typeface with very subtle serifs. Headlines with these three characteristics have been show in many studies on typography to be more readible.

Inside illustration has changed from photographs of products, sometimes in simulated 'real-life' settings, to conceptual drawings. "Illustration may be harder to do, but it helps readers get the essential idea of a story instead of just the literal subject of it," Stewart said.

The redesign comes at a time when *PC Resource* is under attack by a new competitor, *PC/Computing*, backed with the heaviest investment that has ever accompanied a computer publication roll-out. Some of the most expensive graphic artists and designers in the magazine industry have contributed to the new Ziff-Davis entry.

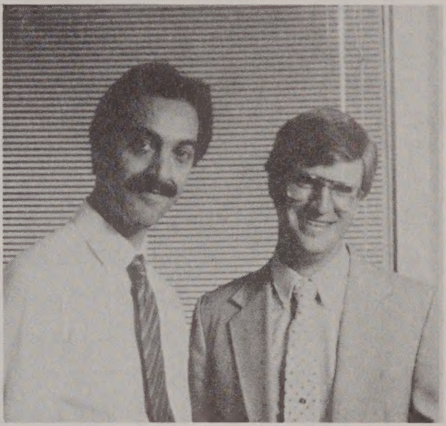
"We think the readers come first," Stewart said. "We prefer to design a publication that serves them best, to one that serves the professional design community."


PC Resource
THE PRACTICAL GUIDE TO MS-DOS COMPUTING
Get Great Color!
19 EGA and VGA Systems You'll Spring For
for a Sluggish Hard Disk
OS/2 MUSCLE
AT MS-DOS PRICES:
Windows
Desqview
Double DOS
Omniview
Software Carousel
EXPANDED REVIEW SECTION! OVER 70
PC Res
WHY YOU NEED A BASIC COMPILER
LOW-COST SPEEDUPS
A guide to disk caches and RAM disks
How to install your own

CW 100...

continued from page 1

Special projects editor Michael Sullivan-Trainor spearheaded the effort to compile the ranking, which lasted more than a year. To do so, he developed a detailed formula in consultation with some of the leading analysts of business productivity in the U.S.



Bill Laberis, Computerworld *editor; and Micheal Sullivan-Trainor, special projects editor.*

This formula, published in the Computerworld Premier 100 issue, allows any company to calculate its own ranking.

The issue's design reflected both its origins in the newspaper and its identity as a magazine. "We wanted an authoritative look and feel, recognizing that this issue is to be kept for a long time," according to Chuck Ladouceur, its art director. As such, it uses many of the design elements of Computerworld, but interprets them in a magazine format.

Publishing the Computerworld Premier 100 positions *Computerworld* as a general business productivity magazine, according to publisher Fritz Landmann. "Technology is not good in itself; it's valuable only as a strategic tool to help businesses succeed. Our readers know this, and this issue tells them that we share this basic value."❑

People

Carolyn Casey has joined the staff of *PC World*, San Francisco, as northeast account manager for display advertising sales. Based in New York, she will represent the publication in a territory including New York, New Jersey, Connecticut and Pennsylvania.

A veteran of eight years in the computer publishing business, she has worked for *PC Magazine*, *PC Tech Journal* and *Computer Reseller News*. Before entering the industry, she was in space sales for Convenience Store Merchandiser.

IDG WORLD UPDATE

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Jim Suhre

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
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Production
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AMIGA MAGAZINE REVAMPED FOR FAST-GROWING MARKET

MUNICH — Aiming at a resurgent market for the Commodore Amiga microcomputer, IDG's German publishing operation has taken a number of steps to make its publication its top book.

The publication, *Amigaworld*, has been made bimonthly; it had appeared just five times a year. It has been redesigned to increase newsstand sales. And it has gained a new editorial focus on business applications.

"Many of the Amiga publications in this market tend to be for the hobbyist or the enthusiast," according to *Amigaworld*'s editor, Manfred Schmidt. "But we are providing real answers to serious questions, put in a way that people can easily read so that they can find what they want."

Increased frequency, he said, was a response to the recent vigor of the Amiga marketplace in West Germany. More than 100,000 people have purchased the computer over the last year, spurring a market in the accessories and software which make for advertising pages.

And emphasis on newsstand sales, an thus a redesign, was necessary because competition is tough in the West German marketplace with well-established magazines such as *Markt & Technik* enjoying major market share. At 14 DM, *Amigaworld* is more costly than many of them.

The editorial focus on productivity applications, Schmidt said, stems from research of the new Amiga user — typically a business person who has exposure to larger systems, but is not technically-oriented. The competing publications, Schmidt said, tend to reflect the computer's origins among enthusiasts instead. ❑

Anniversaries

EIGHT YEARS
Ellen Levin - IDG Comm.
Nancy G. Thayer - World Expo Corp.

SEVEN YEARS
Kevin McPherson - CW Publishing

SIX YEARS
Paul Gillin - CW Publishing
William E. Laberis - CW Publishing

FIVE YEARS
Joan Pinsky - CW Publishing
Nancy A. DiPalma - IDC

FOUR YEARS
Frank J. Cutitta - IDG Comm.
Frank Wielki - CW Publishing
Hollis A. Brush - PC World
Michael McCarthy - Infoworld

THREE YEARS
Marsha J. Lindsey - IDG Comm.
Raju Mansharamani - Link Resources

TWO YEARS
Janet Glynn - IDG
Lisa D'Ambrosia - World Expo Corp.
Sharon Fisher - Infoworld
Eric Hippeau - Infoworld
Bernie Hockswender - CW Publishing
Gail Acquafresca - IDC
Angele Boyd - IDC
Rebecca S. Dawson - IDC
Marianne DeLuca - IDC

October

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 32 OCTOBER 3, 1988

IN THE NEWS

RIO DE JANIERO — IDG's newspaper for computer managers in the Brazilian marketplace, *Computerworld do Brazil,* has spun off a monthly newsletter for systems based on computers from IBM.

Dubbed *Mundo IBM*, the new entry is marketed to subscribers of the newsstand publication, according to Ney Kruel, IDG regional manager for South America. With a high price and a policy of accepting advertisements, it was profitable from the first month of publication, he said.

❑ ❑ ❑

MEXICO CITY — More than 30,000 people attended ComputerMundo, a leading computer exposition sponsored by *Computerworld de Mexico*, IDG's publication for computer managers here.

The exposition, with an Co-

Continued on page 7

NEWSWEEKLY GAINS DOMINANCE IN LARGE SYSTEM MARKET

Latest report shows Computerworld *outranking all industry competitors combined*

FRAMINGHAM, Mass. — IDG's newsweekly for computer management professionals, *Computerworld*, has become the dominant player in its field, with a higher share of its advertising than all competitors put together.

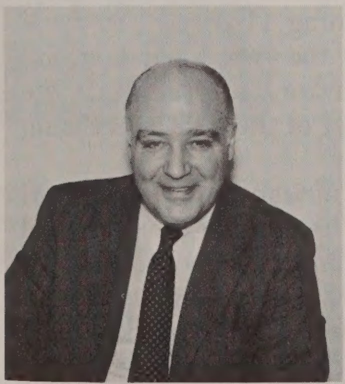
More than 53 percent of all ad dollars spent in the data processing and management information systems marketplace went to *Computerworld* during the year ending last month, compared with 49 percent the previous year, according to Adscope, IDG's ad tracking service.

This figure marks a return to the dominance which the publication enjoyed in its market of a decade ago. It has also helped *Computerworld* contribute significantly to record IDG revenues for the first two-thirds of the year (see statement from the chairman, page 4).

Managers at the newspaper attributed the results to three factors: the decision to pursue ads from microcomputer companies, the consistent upgrade of the newspaper's editorial product, and what they described as a revitalization of the publication's sales force.

"Our marketplace has definitely embraced PCs as part of the

Continued on page 2



Fritz Landmann, president and publisher of Computerworld, *and* Computerworld's *offices in Framingham, Mass.*

Inside: A Special Report from the Chairman See page 4

NETWORK WORLD

COMPUTER TELECOMM WEEKLY TURNS CORNER

Bouyed by growing market, publication puts out largest issue yet

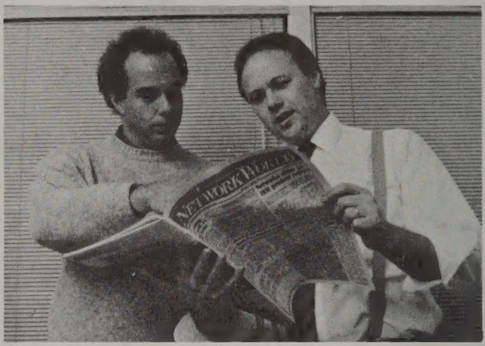
FRAMINGHAM, Mass. — IDG's newsweekly on computer communications, *Network World*, became a money-maker this month only two and a half years after its birth.

September pushed it over the top. Budgeted for 61 pages of advertisements, the staff sold 117 pages, exceeding its plan by almost 100 percent. The most recent issue of the newspaper is the largest one yet, with 170 pages, including 101 pages of ads.

"Publications usually don't start making money until several years into their life cycle," according to Gary Beach, publisher. "For this to happen so soon testifies both to the growth of the market and the positioning of this book."

And October is shaping up to be a great month, too. Budgeted for 74 pages, the book had already sold 103 pages of ads before the month had begun.

Beach attributed the publication's performance to its embrace of some of the most potent trends in the use of information technology.



John Dix, managing editor, and John Gallant, editor-in-chief, look over the recent record-breaking issue of Network World.

Among them, *Network World* has emphasized microcomputing as a part of larger computer environments, and public policy issues which have an impact on the decisions that business telecommunications managers face.

"Advertisers buy into the newspaper because they know its readers are thinking about long-term computing strategies, expressed in their networking decisions," he said.

Telecommunications professionals prefer the publication by a wide margin, he said, citing *Network World*'s win in a recent study by the Telecommunications Association of its members' preferences in industry publications, asking "Which publication is most helpful to you in your job?" ❑

SHARES...

Continued from Page 1

> *"To attract advertisers to our book, we need a sales force that can properly articulate the importance of reaching a management-oriented audience instead of just a product-oriented one."*
> *— Val Landi,*
> Computerworld
> *associate publisher*

corporate computing environment, but we're the only publication for computer managers to exploit that change instead of fighting it," said Fritz Landmann, publisher.

The publication did so, he said, by strengthening microcomputer coverage, and telling advertisers that an ad in *Computerworld* reaches managers who want to fit micros into larger computing installations.

This decision helped the publication weather a steady slowdown in the market for traditional large computer system advertising. Gaining 11 percent in revenues over the year, *Computerworld* grew at more than five times the rate of rest of the data processing ad market.

The newspaper's editorial product has undergone several changes for the better over the last 18 months, increasing its attractiveness to all advertisers, Landmann said. Among these, it has been extensively redesigned, it uses many more charts and graphs, and it has adopted what editor Bill Laberis described as a business productivity-minded approach to news coverage.

(For a story on the *Computerworld* editorial product, see page 3.)

Revitalization of the sales force also played a key role in winning greater market share, according to the publication's associate publisher, Val Landi.

"Our clients are paying much greater attention to the productivity of their marketing investment," he said. "They want to reach people who care about information technology as a strategic tool."

"To attract them to our book, we now have a sales force that can properly articulate the importance of reaching a management-oriented audience instead of just a product-oriented one." ❑

UPDATE FEATURE

KEEPING CLOSE TO THE READERS

Innovative program helps editors, reporters learn how they're doing

FRAMINGHAM, Mass. — It's one of the most nettling dilemmas facing any editor or reporter in trade publishing: how can you get to know the people who use the products you write about if you spend your workday talking to the people who make the products instead?

One IDG publication found a solution. *Computerworld*, the publication for U.S. computer management professionals, has over the last year conducted a campaign for editorial staffers to contact readers and even non-readers in the right jobs at random to ask them about their reading habits, their jobs and what they think of *Computerworld*.

To date, the staff has logged over 350 phone calls in what it terms the 'Close to the Reader' campaign.

The result: "a good ongoing barometer of what we're doing right and wrong; as well as a regular source of new contacts for our staff," according to Paul Gillin, executive editor of the newsweekly.

The primary intent of the campaign, he said, is to maintain the flow of story ideas and feedback about the paper so that editorial staffers can do their work more effectively.

Peter Bartolik, Computerworld *news editor, discusses the latest results to the 'Close to the Reader" campaign with a member of the news staff.*

But the campaign has a formal component as well. Staffers fill out a multi-page check-box survey form as they talk to readers, jotting down additional notes as they go along.

> *"The program gives us a good ongoing barometer of what we're doing right and wrong, as well as a regular source of new contacts for our staff."*
> *— Paul Gillin,* Computerworld *executive editor*

The results go into a PC database, which allows editors to tabulate and summarize responses.

It's this formal component that editors of the publication praise as an invaluable aid to their daily decisions on which stories are most important to their readers, and what their readers want to hear about them.

"It gives us a qualitative report card to guide our steps," according to Bill Laberis, editor. Conventional readership surveys, he said, suffer from several problems: they are costly, they tend to focus on who the reader is instead of what he think, and their results can come too late to allow you to react to them.

Among findings of the *Computerworld* 'Close to the Reader" survey:

- More than two-thirds of the computer professionals contacted at random are regular *Computerworld* readers.
- 65 percent spend more than a half hour with each issue.
- Over half of all readers surveyed have been subscribers for more than five years.
- The two top competing publications, *Datamation* and *InformationWeek*, are even for number two in readership, but each has only about half of *Computerworld*'s audience.
- "Keeping up with technology" is the most frequently mentioned concern mentioned by MIS professionals.
- About an equal number of people said *Computerworld* is '"too pro-IBM" and, on the other hand, "too anti-IBM."

"Other sides of the publishing business have a ready way to measure how they're doing as they do it: they look at sales, or response rates, or newsstand purchases. Now we have one."

The campaign is only one of several vehicles *Computerworld* uses to survey its readers. The paper also conducts quarterly readership surveys and runs periodic focus groups and informal meetings with MIS executives.

But the 'Close to the Reader'

Continued on page 6

IDG CHAIRMAN'S REPORT

To our Shareholders and Employees:

During the first eight months of 1988, our worldwide consolidated revenues for IDG reached $219 million, a 26 percent growth compared to the first eight months of last year.

Our operating profits for the eight months were $2.6 million, a 197 percent growth from the first eight months of last year!

This impressive improvement in our profitability reflects the result of effective efforts taken throughout the IDG family of companies to control expenses and improve operating margins on all publications, projects, and services.

This encouraging progress indicates we will end our fiscal year this month with one of the highest percent improvements in profitability ever.

Good results are being reported by all of our major business units:

IDG Communications, Inc.

Our largest publication, *Computerworld*, has been experiencing excellent progress in gaining market share and maintaining its profitability. Recent problems with revenue growth at *PC World* have been corrected and, under a new management team, the publication is about to produce its biggest issue ever and its forecast for the new fiscal year is very encouraging.

The drag on our profit margins caused by the start-up losses of the substantial number of new publications started in the U.S. in the last few years will be ending shortly. Four of these publications, *Digital News*, *Network World*, *PC Resource*, and *CIO Magazine* will be at break-even level or profitable in the next fiscal year. *Federal Computer Week* is making satisfactory progress towards its target of being profitable in 1990.

Also, two publications that were making significant losses, *Computer News* in the UK and *Macintosh Today* in the U.S., were sold or closed this year.

The non-U.S. publications are doing very well with revenue up 31 percent year-to-date and profits up 133 percent.

International Data Corporation

IDC is making excellent progress in revenue growth and profit recovery. Revenue increased by 28 percent year-to-date compared to last year.

The loss from last year has been reduced by over $1 million year-to-date, and IDC expects to reach a break-even point by the end of the current fiscal year.

World Expo/Conference Management Group

This business unit is doing extremely well. Its revenues are up 154 percent from last year and its profits are up 114 percent. The recent MacWorld Show in Boston was the most successful ever and

IDG
INTERNATIONAL DATA GROUP

we have added a third MacWorld Show for 1989 in Washington, D.C. The upcoming Communications Network Show in Washington is a sell-out and should be the most successful ever.

Congratulations to the following business units of IDG which have increased their profitability during the first eight months of 1988 over the same period last year:

IDG Communications/Peterborough
Network World Publishing Company
Digital News Publishing Company
Federal Computer Week Publishing Company
Computerworld do Brazil LTDA
IDG Communications Pty LTD.
Computerworld Communications S.A.
Computerworld Danmark A/S
CW Communications, S.A.
Computerworld Norge A/S
CW Communications AB
CW Communications B.V.
CW Communications S/A
Asia Computerworld Communications Ltd.
CW Communications Limited
CW Publikationen AG
CW Communicaciones C.R.L.
IDG Communications Ltd.
IDG Communications Verlag AG
IDC U.S.
Link Resources
IDC Asia, Ltd.
IDC Benelux
IDC Italia
IDC Korea, Ltd.
IDC China Ltd.
World Expo/Conference Management Group

IDG's revenue growth is more than twice as rapid as the growth in our overall market this year. This means that we are winning a greater share of our customers' business, and are outpacing our competition.

We can take pride in the fine achievements IDG's companies are making around the world in increasing the quality of the products and the excellence of their services. This is reflected by the high marks we are getting in our customer evaluation surveys.

We can also be proud of the fine progress we are making in outpacing our competition and improving our level of profitability in all areas. I know that with the skills, enthusiasm, and determination of the IDG organization, we can make fiscal year 1989 our most successful year ever.

Thank you for your support.

With best personal regards, I am,
Yours cordially,

Patrick J McGovern

Patrick J. McGovern
Chairman of the Board

IDG
INTERNATIONAL DATA GROUP

PC BUYERS' MAGAZINE RECOVERS SCALE, SHARE

Higher rates, higher sales

PC WORLD
OCTOBER 1988 $2.95 CANADA $3.95
WHO'S #1 ON THE DESKTOP?
IBM's PS/2 Model 50 Z faces Compaq's Deskpro 386S in price and performance
MORE HOT HARDWARE:
• Compaq Deskpro 386/25
• IBM PS/2 Model 70
• Dell 220
PageMaker 3.0
Preview: Xerox Ventura Publisher 2.0

SAN FRANCISCO, Calif. — *PC World* has posted its largest issue this year, regaining market share and beating its budget despite a recent hefty rate increase last summer.

The November edition of the monthly weighed in at 448 pages, the third largest ever, including 218 pages of advertising, according to John Griffin, president and publisher.

For four of the five previous months, he said, it had gained market share against rivals such as McGraw-Hill's *Byte* and Hayden/VNU's *Personal Computing.*

And *PC World* made money in the process. This performance took place shortly after the publication raised its rate base to 500,000, reflecting its successful circulation drive of last spring. Rates rose on the average of 15 percent, at a time when many publications were refraining from any rate increases.

A sharpened editorial focus on the needs of its readers over the last two years underlies the magazine's performance in selling ads to micro vendors, Griffin said.

Exhaustive research told editor Richard Landry and his staff much about what his readers and prospective readers want and need in a magazine. Governed by their reactions, he said, many aspects of of the publication have changed to reflect a more corporate, technical and hands-on point of view.

Among other measures, Landry oversaw the design of a new cover format with much more information on the contents of each issues and an emphasis on products.

In collaboration with the National Software Testing Laboratories, he said, *PC World* now runs product reviews with a high degree of credibility among people who spend a great deal of money on PCs and related equipment in corporate settings. ☐

GOOD READE — Pat McGovern, IDG chairman, looks over the first copy of one of the company's newest publications, Microcomputerworld Venezuela, *with Miconor Pérez y Vega, assistant director of IDG Venezuela, in its Caracas offices.*

CLOSE TO THE READERS...

Continued from page 3

campaign is the only effort so far to survey a broad cross-section of the MIS community, not just our own readers," Gillin said. "We work from independent lists of MIS professionals and the first question we ask them is `Are you a CW reader?' The answer is, in more than two-third of the call, yes."

The survey is worth it in business terms, according to the people who sell space in *Computerworld.*

"One of the first things I say to clients is that our product focuses much more clearly upon the MIS point of view than does any competitor," according to Val Landi, associate publisher.

"If this program is part of what's making our coverage so much better informed than anyone else's, I'm all in favor of it — and so are our clients," he said. ☐

CD-ROM EXPO RATES HIGH IN EXHIBITS, ATTENDEES, INTEREST

Emerging as the focal point of a dawning industry

CHICAGO — More than 74 exhibitor booths showed their wares at last week's CD-ROM Expo '88, making the second annual show a success by a key measure while helping give birth to a new industry.

"So soon in the evolution of the CD-ROM business, and this show appears to be the focus of much ground-breaking activity," according to Bill Sell, vice president for the Framingham, Mass.-based Conference Management Group, the show's organizer.

He noted that almost every significant company in the young industry was at the show, and that several of them, including Microsoft, Philips and Sony, chose it as the right place for major new product announcements.

The show will soon emerge as a major contributor to the CMG bottom line, he said. The CMG itself is already one of the most profitable groups of IDG, with a 114 percent increase in profits for the first two-thirds of 1988 compared to the previous year.

A conference for the developers of products based on compact disk technology to learn about applications and ways of doing business, the show was co-sponsored by several units of IDG, including *Infoworld*, Menlo Park, Calif.; *The CD-ROM Review*, Peterborough, NH; Link Resources, New York; as well as the CMG.

Between 2,200 and 2,300 attendees came to the three-day show to view the products, attend sessions on a wide range of topics and, perhaps most of all, meet each other so that they can cooperate to make the CD-ROM industry bigger.

"We recognize that the industry is in a crucial stage of its development right now; we structured this conference so that people can learn a lot — not just about the technology, but about how to do business with it," Sell said.

As such, some of the most important conferences were on topics such as copyrights and trademarks of data, and on developing CD-ROM applications for corporate use.

Planning for its large Communications Networks show early next year, the CMG tried a new completely computerized system for tracking conference attendance at the show.

"We're already well ahead of our competitors in computerization," Sell said. "This is one way we can show our ability to do a better job." ❑

IN THE NEWS...

Continued from page 1

emphasis this year on compatibility and connectivity of micros in larger systems, became the principal such event serving this country's data processing scene, said Henry Morales, general manager of the IDG Communications' unit.

Computerworld de Mexico sales have increased by 183 percent, while net profit has grown almost 100 percent compared to the previous year, he said. ❑

LONDON — Networking is definitely the wave of the future for computer users in Western Europe, IDC said in a just-released study on the local area networking market there. The new 80386 chip offers "tremendous potential" for distributed data processing on a network, acccording to research manager Alan Dufty.

The market will grow by 22 percent a year through the next five years, he said, noting that the growth will occur in networks based on open systems while those based on proprietary systems will decline. ❑

MENLO PARK, Calif. — The IDG newsweekly for volume PC buyers, *InfoWorld*, has sealed plans for a new section of the publication dedicated to keeping abreast of new developments and trends in the personal computer industry.

Edited by Roberta Fuerger, the Perspectives section of the newspaper wil take on in-depth look at a different topic of interest each week, centering on new products and technologies, and what they mean to business PC users. ❑

STRONG INTERNATIONAL SALES PROPEL IDC REVENUE GROWTH

FRAMINGHAM, Mass. — A dramatic increase in sales by IDC offices outside the U.S. led IDG's research and analysis group to banner performance for the the year ended last month.

As a result, IDC sales across all divisions have increased almost 30 percent compared to the previous year, according to Tom Swithenbank, president.

"This is an especially laudable achievement, considering that it took place against a backdrop of flat growth in our industry, and on the heels of some profound restructuring among our own operations," he said.

It also took place at a time of neglible growth in staff, boosting productivity per employee to an average of almost $100,000 for the year.

He cited several reasons for the increase in sales.

Tom Swithenbank, president, International Data Corp.

Sales by the 20 offices of IDC outside the U.S. grew more than 51 percent over the first half of the year. "The people running these offices tend to be unusually well-connected in their nation's business computing communities," he said. "As a result, many of them have attained a critical mass in business development sooner than expected."

The U.S. results, he said, stem from several factors. The first: good work, he said. "It's hard to measure the quality of reports; but there is a strong consensus that our actual research product, ranging from the value of the analysis to the physical presentation of the reports, has escalated markedly over a relatively brief time."

Second, "Federalization. The U.S. government marketplace has been a target of ours for the last 18 months, and the Washington operation has become by now a major contributor to our revenue line."

Third, reorganization. Over the last several months, IDC has shed certain activities which, he said, adversely affected the financial posture of the company without helping it a great deal. ❑

IDG
WORLD
UPDATE

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Human Resources News Editor
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Anniversaries

EIGHT YEARS
Jack Hart - IDC
Raylene J. Robinson - IDC

SEVEN YEARS
David J. Brown - IDC
Kathleen A. Gow - IDG Communications

SIX YEARS
Ann Marie Bodge - IDG

FIVE YEARS
Stephen D. Twombly - IDG Comm./ Peterborough
Elizabeth Johnson Morris - IDC

FOUR YEARS
Mary Moran - IDC

THREE YEARS
Carol D'Agostino - Link
Carol Spach - CW Publishing
Barbara Gleusner - IDC
Eric Lach - Infoworld Publishing

TWO YEARS
Leonard Grzanka - Digital News
Antoinette Therese May - IDG Comm./ Peterborough
Emily G. Bower - PC World Comm.
Elizabeth Phillips - CW Publishing
Susan Thaxter - CW Publishing
Lisa S. Rothemund - IDC

IDG WORLD UPDATE

VOLUME 18, NUMBER 28

OCTOBER 10, 1988

IN THE NEWS

LONDON — Sales of business personal computers will exceed that of larger systems in the United Kingdom by 1992, predicts a new report on the country's data processing marketplace published by International Data Corp.

Computer management professionals will spend $340 billion more on business micros than on large systems, said Hilary Utley, senior analyst for IDC UK. A steady 'downsizing' in systems accounts for the rise of micro purchases relative to large system purchases, she said.

Increasing its total expenditures on data processing hardware, software and services over the last two years to $25.16 billion, the UK spent more on computers than any country in Western Europe compared to its GNP.

IDG is the only US research and analysis company with such a study on the British data processing market.

Continued on page 5

On the Inside:

An Interview With Axel Leblois

PUBLISHING PROFITS UP SHARPLY

Gains market share, outperforms all competitors

FRAMINGHAM, Mass. — The publishing division of IDG has posted its largest profit increase in many years, more than doubling its earnings for the final quarter compared to the same part of 1987.

Earning just under $10 million, IDG Communications will make more money for September through December this year than it did for the entire first nine months of 1988.

"This is a remarkable achievement for all of us," according to Axel Leblois, IDG Communications president. "It not only means that we have been creating excellent newspapers and magazines, and selling them well; it also means that we have been keeping costs in line."

He attributed the quarter's performance to two trends: an across-the-board increase in market share for the company; and lowered spending, based on a significant downturn in ad spending for the spring and early summer.

As a result, IDG outperformed all of its competitors in the computer publishing industry, Leblois said.

"We are, in terms of growth, the most successful company in the industry over an uneven year;

Continued on page 5

PRODUCTION HEADS IN FIRST-EVER JOINT SESSION

SAN FRANCISCO — Production managers from U.S. business units across IDG Communications met as a group for the first time last month to discuss a variety of technical and workplace issues.

"It's an invaluable chance to exchange ideas and insights with your peers, especially in such a fast-changing field as production," said Lee Hometh, *Computerworld* production director who, with Carol Polack, *Network World* assistant production director, co-sponsored the meeting.

The three-day session, held at the offices of PCW Communications, focused on electronic prepress, the process of preparing a designed page for the printer, and desktop publishing.

It featured several speakers, both from inside and outside of IDG, who discussed magazine

Continued on page 5

DAVID BUNNELL TO TAKE NEW POST

Will become IDGCI publishing strategist

SAN FRANCISCO — One of the company executives who founded IDG's second largest operating division, David Bunnell, has taken a new post as director of strategic development for IDG Communications Inc.

In doing so he resigned as chairman of PCW Communications, the publisher of *PC World, Macworld* and *Publish!* magazines. He will remain on that company's board of directors.

In his new post, Bunnell will track new technologies and applications, advising IDG Communications president Axel Leblois on publications and other products to address emerging markets.

"IDG is perfectly positioned across the globe to lead the revolution that will introduce and support the next wave of information technology," he said. "I want to be a part of that."

Bunnell will also continue to contribute his well-read columns to the three PCW publications.

The new post will also give Bunnell the opportunity to start new publications in areas outside IDG's field of interest, and will also allow IDG to support these new ventures as a co-investor with him.

Since he helped start it six years ago, PCW has become one of the magazine industry's most remarkable success stories, attaining revenues exceeding $70 million and more than 200 employees. ☐

UK TABLOID CLOSES SHOP

Manager: "Better opportunities elsewhere"

LONDON — IDG's publishing operation for the United Kingdom has ceased publication of its tabloid weekly newspaper for computer management professionals, *Computer News*.

"There are too many better opportunities for us to pursue," according to CW Communications Ltd. regional manager Martin Durham. "Many of them offer a much greater chance of success and profit than continued investment in a property that faced a very tough marketplace.

Computer News fell, he said, to a combination to factors. Founded in 1983 as the newest publication in its market, it faced well-entrenched competition from two 20-year-old publications. As a result, Durham said, it never attained the 'critical mass' in circulation necessary to gain a market share in recruitment advertising greater than 10 percent.

Such advertising, he said, is essential for success in the UK market, where the proximity of the market and a lack of strong local newspapers has concentrated much recruitment space in trade publications.

CW Communications Ltd. plans to focus its resources on two major activities: its personal computer buyers' weekly, *PC Business World*; and the development of publications on specific applications such as business graphics and database management. ☐

IDG COMMUNICATIONS SELLS MAJOR INTEREST IN METRO TABLOIDS

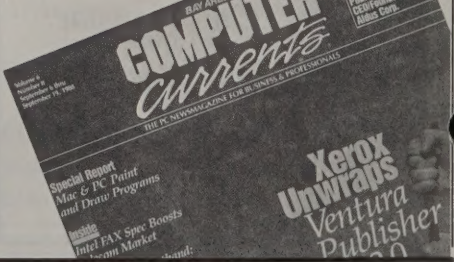
EMERYVILLE, Calif. — The manager of IDG's group of regional computer publications, Computer Currents Publishing, has bought 80 percent of the operation from its parent company, Framingham, Mass.-based IDG Communications.

Computer Currents remains an IDG affiliate and retains access to the worldwide IDG network of resources, including news, market research and subscription lists. The deal leaves IDG with 20 percent ownership of the company.

"The new relationship gives our team greater autonomy to serve the advertising community and its network of franchisees," according to Stan Politi, president of Computer Current Publishing.

IDG Communications sold majority share in the company because, despite its promise, it did not fit into the existing group of publications. "One of our corporate strategies is that each of our publications should be replicable," according to Axel Leblois, IDGCI president. "We saw little potential for *Computer Currents* in other markets around the world."

Computer Currents now publishes in three metropolitan areas: Boston, San Francisco and Los Angeles. In addition, it licenses a publication in Atlanta; and plans to license another, in Dallas, effective December. ☐


Newsmaker
Paul Brainerd CEO/Founder, Aldus Corp.
BAY AREA
COMPUTER Currents
THE PC NEWSMAGAZINE FOR BUSINESS & PROFESSIONALS
Special Report
Mac & PC Paint and Draw Programs
Inside
Intel FAX Spec Boosts
Xerox Unwraps Ventura Publisher

REFLECTIONS ON A YEAR OF CHANGES

An interview with Axel Leblois

It was a watershed year for IDG Communications. At its start, the publishing division of IDG had just set a series of big plans into motion — plans to start new publications, get young ones off the ground, and revitalize old ones. Plans to win market share from well-financed, well-positioned rivals.

By its end, the company will have posted one of its most profitable quarters ever, emerging from a tough year for the entire computer publishing industry as, apparently, its most profitable company.

The year was marked by many splashy events. Some decisions, such as the opening of PC World USSR, *expanded the company's global presence. Some of them, such as the closing of* Macintosh Today, *signalled a determination to make each book profitable.*

But most of the year's significant decisions were more subtle, affecting the nature of working relationships within the company, aimed to help people become more accountable and more productive.

Here is a glimpse at some of these decisions.

IDG World Update: The year's results seem impressive; how impressive are they?

Leblois: In the immediate term, we look to the actual dollars and cents — that it, revenues and profitability. And in these, the company has done remarkably well.

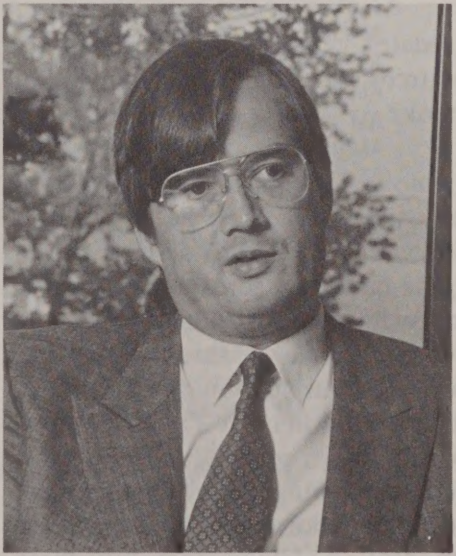
But the year's results are especially impressive when one considers another gauge — market share. This is how we tend to measure our performance within our industry because we are all competing for an ad dollar that, during some parts of 1988, shrank much.

In market share we gained some valuable ground over the year. We and Ziff-Davis are now, in effect, the only two companies in this market. Both gained market share — we gained more than they did — while the others all lost. In relative terms, we made huge progress.

Update: How do you turn market share into profits?

Leblois: By not spending so much to make money that you lose money. Spending is based on budgets. And budgets are based on projections of how much business you think you'll have. If you think you'll have a lot of business, and spend a lot to get it, you can lose money even while gaining market share.

This happened to our competition over the last year. They counted on a large advertising dollar, spent, and lost.



We, on the other hand, counted on a much smaller advertising dollar. We spent what we had to in order to win market share, but no more. In reality, that's what happened. Everyone was surprised but us.

Update: This was a year for the non-US properties to contribute heavily to the company's overall profitability.

Leblois: Indeed, our overseas profits actually exceeded U.S. profits for the year. We had invested quite heavily in these operations over the last several years. Ahead of schedule, countries such as Italy have now come through for us. And now, two of the 44 will be profitable in 1989.

Their success testifies to two trends. First, the viability of our two basic publication concepts — *PC World* and *Computerworld* — all over the world. And second, to the nature of the the information technology revolution in many key markets. Even more so than in the U.S., it has turned into a personal computer phenomenon in the MIS {management information system} world. Computer managers with significant power to buy are looking at personal computer equipment. Our publications know how to address the needs of MIS people, and we know how to describe the benefits of personal computing for them. Two-thirds of all computer advertising is worldwide is PC advertising.

Continued on page 4

LEBLOIS INTERVIEW...

Continued from page 3

Update: Has this trend also benefitted the U.S. publications?

Leblois: Certainly. For an example, look at *Computerworld*. It has resumed its role as a major contributor of profits to the company, and it has done it by two things: by serving the MIS reader better, and by strengthening its position in personal computers. It is now more than half PC advertising, and has become the dominant MIS publication at the same time. No mistake.

Update: What do you think was the most significant decision of the year for IDG Communications?

Leblois: To reorganize the San Francisco publications. The PCW Communications company had grown so large, so quickly, that its internal structure was not keeping up with the demands of the marketplace.

The market had become fast-moving, competitive. In such a market each property needs a manager to act quickly and effectively. But the PCW structure, made up of many of the brightest people in computer publishing, diffused authority across too many levels. It hamstrung the people whom we most wanted to be effective in the company.

> *"Our competition counted on a large advertising dollar, spent, and lost. We, on the other hand, counted on a much smaller advertising dollar. We spent what we had to in order to win market share, but no more. We were right."*

Update: And this is what resulted in the closing of *Macintosh Today*?

Leblois: The reorganization of the PCW books certainly exposed that publication's unpromising future. If we had continued with it, we would have faced a pay-back period of eight to ten years. No publication in the world takes that long. Besides, how do we know that the Macintosh marketplace will remain the same until them?

It's called reallocation of resources. If we did not do this we would not be doing our job.

Update: What happened to the resources we saved by closing that book?

Leblois: It went to two exceptionally worthy causes: *PC World* and *Macworld*. *PC World* had been doing quite badly for some time. But we knew it was also quite reparable. So we did some research indicating how the publication did not reflect its readers' needs. Thus, we have made its art, marketing and editorial positioning reflect the technical sophistocation and the business orientation of its readers. It appears to be working.

As for *Macworld*, we are investing in making it the authoritative publication on products that its marketplace needs. Despite the present infatuation with Macintosh news, we believe the long-term Macintosh marketplace is powered mainly by products and the people who care about them.

Update: These are benefits of a decentralized group of publications. What's the downside?

Leblois: People miss sometimes the support they can get from centralized organizations. It takes a lot of different jobs to publish a newspaper or magazine; sometimes, people need to talk to their peers in order to learn or to help them make decisions.

> *"It's true that we don't have a huge corporate staff here with people like a national sales vice president or an editorial director or any of the jobs that conventional publishing companies have. I'm glad."*

It's true that we don't have a huge corporate staff here with people like a national sales vice president or an editorial director or any of the jobs that conventional publishing companies have.

I'm glad we don't have that kind of structure. At such companies, the manager of a business unit is told that all he has to do it bring in his business on plan. But there are corporate retainers who hinder him at every turn. That's hypocrisy; IDGCI will never be run that way.

But we do have programs that

Continued on page 5

Human Resources News

Job Opportunities

Revised: October 6, 1988

Division	Title	Publication / Location	Contact Manager	Phone #
IDG/CI	List Telemarketer	Framingham, MA	D. Goldstein	(508) 879-0700
ITI	P/T Market Research Assistants	Framingham, MA	S. Wilsmer	(508) 872-2700
ITI	VAR Market Research Associate	Framingham, MA	J. Capolino	(508) 872-2700
ITI	VAR Database Manager	Framingham, MA	J. Capolino	(508) 872-2700
ITI	Data Development Network Coord.	Framingham, MA	S. Perry	(508) 875-5000
ITI	Sales Support Coordinator	Framingham, MA	D. Thistle	(508) 875-5000
IDC	Quiksurv P/T Interviewers	Framingham, MA	P. Ross	(508) 872-8200
IDC	CAD/CAE/CAM Specialist	Framingham, MA	V. Brown	(508) 872-8200
IDC	Senior Consultant	Framingham, MA	R. Segal	(508) 872-8200
IDC	Senior Market Analyst	Framingham, MA	K. Kugal	(508) 872-8200
IDC	Director, Survey Services	Framingham, MA	S. Perry	(508) 872-8200
IDC	Administrative Assistant	Framingham, MA	D. Thistle	(508) 875-5000
CWPI	Mid Atlantic Correspondent	*Computerworld*, Framingham, MA	B. Laberis	(508) 879-0700
CWPI	P/T Sales Assistant	*Computerworld*, Burlingame, CA	N. Zekman	(415) 347-0555
CWPI	Copy Editor	*Computerworld*, Framingham, MA	S. Ulfelder	(508) 879-0700
CWPI	Staff Writer	*Computerworld*, Framingham, MA	P. Gillin	(508) 879-0700
CWPI	Assistant Editor	*Computerworld*, Framingham, MA	G. Harrar	(508) 879-0700
NWW	West Coast Correspondent	*Network World*, San Francisco, CA	M. Petrosky	(415) 546-7722
NWW	Assistant Managing Editor	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Copy Editor	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Staff Writer	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	P/T Editorial Assistant	*Network World*, Framingham, MA	C. Tynan	(508) 879-0700
NWW	West Coast Bureau Chief	*Network World*, Framingham, MA	J. Gallant	(508) 879-0700
NWW	Assistant Features Editor	*Network World*, Framingham, MA	S. Moore	(508) 879-0700
CIO	Staff Writer	*CIO*, Framingham, MA	M. Blumenthal	(508) 879-0700
DNP	Senior Writer	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Executive News Editor	*Digital News*, Boston, MA	C. Sandler	(617) 482-8470
DNP	Senior Reporter	*Digital News*, Los Angeles, CA	C. Sandler	(617) 482-8470
DNP	Production Assistant	*Digital News*, Boston, MA	V. Blake	(617) 482-8470
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617) 482-8470
FCW	Assistant Advertising Coordinator	*Federal Computer Week*, Falls Church	R. Schwartz	(703) 876-5100
PCW	Associate Editor	*Macworld*, San Francisco. CA	A. Mello	(415) 546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	D. Ushijim	(415) 546-7722
PCW	Assistant Editor	*Macworld*, San Francisco. CA	C. Person	(415) 546-7722
PCW	Assistant Editor	*Macworld*, San Francisco, CA	M. Lewis	(415) 546-7722
PCW	Administrative Assistant	*PC World*, Paramus, NJ	J. Edman	(415) 546-7722
PCW	Associate Art Director	*PC World*, San Francisco. CA	C. Steenberg	(415) 546-7722

Job Opportunities

(Continued)

Division	Title	Publication / Location	Contact Manager	Phone #
PCW	Designer	*PC World,* San Francisco. CA	C. Steenberg	(415) 546-7722
PCW	Senior Design Associate	*PC World,* San Francisco. CA	C. Steenberg	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World,* San Francisco, CA	G. Clark	(415) 546-7722
PCW	Human Resource Manager	*PC World,* San Francisco, CA	J. McGinnis	(415) 546-7722
PCW	Account Manager	*Publish!,* Natick, MA	M. Browning	(508) 879-0700
PCW	Administrative Assistant	*Publish!,* San Francisco, CA	O. Tsang	(415) 546-7722
PCW	Account Manager	*Publish!,* Paramus, NJ	M. Browning	(201) 967-1350
PCW	Administrative Assistant	*Publish!,* Los Angeles, CA	C. Luther	(213) 312-8008
IFW	Writer, Hardware	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/IDC/WEC/ITI	Susan Perry / Debbie Thistle	(508) 875-5000
CW	Carolyn Favilla	(508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin	(508) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

The *Job Opportunity Listing* is published on a bi-weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1988

IDG will be holding New Employee Orientations for IDG, IDG/C, IDC, WEC and ITI employees on the following dates during 1988:

November 15
December 13

All orientations will be held at 9:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425, to schedule for the November 15th session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

REMINDER REMINDER REMINDER

To employees with State Mutual Insurance

Now that all bills are submitted directly to State Mutual, please make sure that State Mutual and your Human Resource division have your most current address. This is to insure that all correspondence, checks, etc., will be sent directly to your home and will not be at risk of getting lost or delayed in the mail.

In order to change your address at State Mutual, send in a claim form with your new address highlighted and marked "New Address".

Also, any questions you may have regarding your insurance must be directed to your Human Resource.division to avoid confusion and to provide smoother and more direct transactions of information.

Thank you.

Classifieds

FOR SALE - Buy my Bug!!1968 VW Bug, awesome condition. New: transmission, clutch, starter, muffler, tires, battery, brakes. Just had tuneup. Recently restored and repainted. Asking $1000 or best offer. Please call Jody Roberts at 964-3030 (work), or 969-6677 (home).

FOR SALE - 1984 Audi 5000s Turbo. Dark grey, light grey leather interior. Sunroof, Blaupunkt stereo, AC, heated seats, automatic transmission. Mint condition. Newly tuned. All new muffler system, brake pads and disks. 61,000 miles. $10,500. Call Nancy Kelly at 482-8470.

FOR SALE - 1983 VW GTI, 93K miles, black, sunroof, Blaupunkt stereo radio/cassette. Excellent condition. Minimum rust, asking $3,500. Call (617)738-0598 please leave message.

FOR SALE - Dutch colonial 8 room house in Newton Center. 3 bedrooms, 11/2 baths, family room, screened porch, large enclosed yard on quiet street in wonderful neighborhood. Near schools, shopping and "T". Excellent condition. Please call 964-4096.

FOR SALE - 1982 Nissan Sentra. 4 door, auto, P/S, A/C, AM/FM stereo. Clean, reliable, dependable, very well cared for. $1550. Call Bruce Guptill at NWW, x339 or (508) 347-5094.

WANTED - Maximum of 2 female roommates to share huge 4 bedroom house in Framingham. 3 baths, 3 floors, 2 car garage, 2 fireplaces. A great deal at $350/plus utilities (electric) and there is not even a lease to sign! Call Gail at GDR (508) 872-8200, x259.

WANTED - TEMPORARY HOUSING NEEDED for 2-6 months. Will share apartment or rent a room - in process of relocating to Boston. Please call Stephen Lawton, DN in Boston at (617)482-8470.

FOR RENT - VACATION RENTAL! Waterville Valley area. One bedroom condo - sleeps 4, cable TV. Easy access to White Mountains foliage and ski areas. $250/week or $150/weekend. Call Tom at 872-8200 x594 or home at (508) 359-2020.

THINK SNOW! Seeking members for ski chalet located in Mount Washington Valley, Conway, N.H. Minutes from Attitash, Wild Cat, Cranmore, Bretton Woods, Sunday River ski areas. Membership valid Dec. 1 to March 31. For more information, contact Mark Schultz, CW x683 or Judy Schultz, CW x310.

Need decorated cakes, holiday pies, Xmas logs, specialty desserts? Call Judy, CW x310.

If interested in running a classified ad in *Human Resources News*, please contact Debbie Thistle, IDG Human Resources, x416.

PRODUCTION...

Continued from page 1

and newspaper production from several different perspectives, such as art direction, editorial, page makeup and printing.

The session was a success, according to several of the participants, because it offered them an opportunity to discuss their work in depth and learn from other professionals without going to an expensive, time-consuming trade group meeting.

"With all of the expertise we have inside the company, there's no need to go outside for a session of this kind," Polack said.

Some participants also praised the frank discussion which, they feel, would not have occured if representatives from competing companies had been present.

To plan the session, Polack and Hometh mailed questionnaires to many production directors in to gauge their interest in such a session and to develop a list of topics. Based on what they termed an "overwhelming" response, the pair contacted authorities in electronic prepress and desktop publishing to secure their participation in the session.

Sessions such as this one are good for members of many discplines within IDG, according to Axel Leblois, IDG Communications president.

"In such a decentralized company as ours, it is good for people to seek contact with their peers in other parts of the company to exchange ideas on how to do their jobs more effectively," he said. '

Such exchanges, he said, are consistent with a horizontal flow of information within the company, leaving decision-making power in the hands of the operating units. ❑

IN THE NEWS...

Continued from page 1

FRAMINGHAM — IBM's much-ballyhooed AS/400 line of minicomputers will not take the market by storm, a new IDC analysis of the machine and its features reports.

"AS/400 has a competitive advantage in only one area — ease of use," according to Lee Doyle, manager for IDC's Strategies for Microcomputers and Office Systems program. It trails in all others, including hardware, communications, office applications.

The machine, she says, is likely the last of the dying breed of mid-sized systems based on closed, proprietary operating systems. As such, it will sell best into established IBM sites, for specific isolated applications. ❑

LEBLOIS INTERVIEW...

Continued from page 4

help knit the company together. We have International Marketing Services, to sell advertising packages that involve several publications. We have Adscope, to track ad sales and market share for all of our publications. And we have the services of the corporate communications department to do public relations and promotion projects for any of our publications.

And we are trying to create horizontal communities of professionals, such as all marketing directors or all editors. We're holding a worldwide editors' meeting prior to Comdex next month. I understand the production people are ahead of us, and have met on their own. Good. That kind of communication and learning can do us nothing but good. ❑

PUBLISHING PROFITS...

Continued from page 1

ful by far," he said.

In market share, IDG Communications led by posting a 17 percent increase, beating Ziff-Davis with a 12 percent increase and the entire computer publishing industry, with four percent, according to the ad tracking service Adscope.

In profits, Leblois said, this means much more because IDGCI is the only company in the industry which planned expenditures based on the mid-year downturn in ad revenues. Others did not, as Ziff-Davis spent heavily from reserves and other companies suffered company-wide layoffs and cancelled expansion plans.

Among contributors to the strong profit performance for the final three months of 1988, the U.S. publications will jump to $6 million from $2 million for the same period last year. *Computerworld* alone will earn $4.3 million, with a profit margin of 39 percent. Other major contributors include PCW Communications and IDG Peterborough.

Non-U.S. operations also improved markedly for the quarter. Profits wil increase by 42 percent, from $4.1 million to $5.8 million, leaving out two new start-ups in Japan.

Looking ahead, Leblois foresees a 15 percent increase in revenues compared with the prior fiscal year. This figure, somewhat lower than in previous years, reflects the slowing of growth in the computer industry and IDG Communications' goal of more conservative budgets.

"When you assume ad spending will grow a great deal, you spend heavily," he said. "Such assumptions are increasingly unrealistic, and we don't plan to spend ourselves out of profitability to meet them." ❑

Nuts & Bolts

PHOTO WINNERS NAMED

The winners of the third annual IDG Photo Contest, chosen from more than 170 entries from 15 countries around the world, have been announced.

The 12 winning photos will appear in the 1989 IDG calendar, to be distributed to all company employees in December.

First prize was awarded to Mina Fiorio of *Computerworld Italia*, Milan, whose photo depicts mountain scenery in the Peruvian Andes from a train window.

The second place photo, by Jim Daly of *Computerworld*, Framingham, Mass., is a close-up of the fender of a bright red antique automobile.

Third place, a photo of a New York street vendor selling Statue of Liberty paraphenalia, was won by Glenn Rifkin, also of *Computerworld*, who was also the key advisor to the project.

The other winners include: Sally Douglas, *InfoWorld* , Menlo Park, Calif.; Lesley Palmer, *Computerworld* (United Kingdom), London; Kathie Gow, IDG News Service, Boston; Jim Daly, *Computerworld*, Framingham; James Matson, PCW Communications, San Francisco; Rose Dengate, *Computerworld Australia*, Sydney; François Jeanne-Terrand and Véronique Gailliard, *Le Monde Informatique*, Paris; and Linda Lewis, IDG News Service, Paris.

Judged by a panel of IDG employees from a number of operating units, the contest was coordinated by IDG Corporate Communications, Framingham. Response, according to department director Glenda Cudaback, was the heaviest in the three years the contest has been held, with entries from the widest range of IDG operating units.

IDG
WORLD
UPDATE

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Human Resources News Editor
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MUNICH — Seven employees of IDG Communications Verlag AG, the publishers of IDG's German newspapers and magazines, recently celebrated their ten-year anniversaries with IDG in a luncheon with Pat McGovern, IDG founder and chairman. From left to right, Helga Biesel, senior editor, Computerwoche*; Zvonimir Lepusa, production department; McGovern; Dagmar Pitschek, typesetter; Laura Kunzmann, circulation department; Heinz Zimmerman, production manager; Cornelia Craemer, administration; and Ursel Sauter, advertising manager.*

Anniversaries

EIGHT YEARS
Jack Hart - IDC
Raylene J. Robinson - IDC

SEVEN YEARS
David J. Brown - IDC
Kathleen A. Gow - IDG Communications

SIX YEARS
Ann Marie Bodge - IDG

FIVE YEARS
Stephen D. Twombly - IDG Comm./Peterborough
Elizabeth Johnson Morris - IDC

FOUR YEARS
Mary Moran - IDC

THREE YEARS
Carol D'Agostino - Link
Carol Spach - CW Publishing
Barbara Gleusner - IDC
Eric Lach - Infoworld Publishing

IDG WORLD UPDATE

VOLUME 18, NUMBER 34 OCTOBER 25, 1988

IDG CHAIRMAN: SAFEGUARD INFORMATION SO IT CAN BE SHARED

BOSTON — Creative strategies can protect computer data without hindering the ever-larger numbers of people who use it to do their work effectively, the chairman of IDG said in the keynote address of a major computer managers' group last week.

"Knowledge is not meant to to be locked away and hoarded, but to be shared responsibly," Pat McGovern told more than 600 attendees of the MIS Training Institute annual conference, among them some of the highest-ranking computer professionals in the U.S.

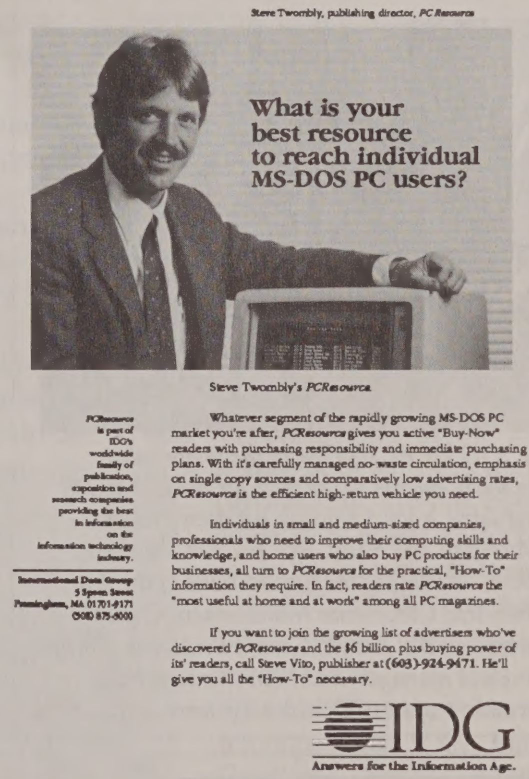
"Finding ways to safeguard information while distributing it over greater distances and to more people is going to be one of the greatest challenges facing us until the next century."

Continued on page 4

Inside:
News from IDG's Swiss publications

CAMPAIGN KICKS INTO GEAR

Innovative program helps both business units and IDG



Steve Twombly, publishing director, *PC Resource*

What is your best resource to reach individual MS-DOS PC users?

Steve Twombly's *PCResource*

Whatever segment of the rapidly growing MS-DOS PC market you're after, *PCResource* gives you active "Buy-Now" readers with purchasing responsibility and immediate purchasing plans. With it's carefully managed no-waste circulation, emphasis on single copy sources and comparatively low advertising rates, *PCResource* is the efficient high-return vehicle you need.

Individuals in small and medium-sized companies, professionals who need to improve their computing skills and knowledge, and home users who also buy PC products for their businesses, all turn to *PCResource* for the practical, "How-To" information they require. In fact, readers rate *PCResource* the "most useful at home and at work" among all PC magazines.

If you want to join the growing list of advertisers who've discovered *PCResource* and the $6 billion plus buying power of its' readers, call Steve Vito, publisher at (603)-924-9471. He'll give you all the "How-To" necessary.

PCResource is part of IDG's worldwide family of publication, exposition and research companies providing the best in information on the information technology industry.

International Data Group
5 Speen Street
Framingham, MA 01701-9171
(508) 875-5000

IDG
Answers for the Information Age.

NEW YORK — A new corporate advertising campaign hit the streets last week with the first of a series of spots in marketing publications, each featuring an IDG business units and the statement: IDG — Answers for the Information Age.

The spots, for newsweekly *Network World* and monthly *PCResource*, appeared in *Marketing Computers*, a publication heavily read by people who decide where to spend ad budgets for computer companies.

They comprise three elements: a picture of the business unit manager, copy explaining the benefit of advertising in his publication, and copy in the margins describing IDG as "providing the best in information services for the information technology industry."

In months to come, similar ads will continue to run in *Marketing Computers* as well as other publications such as *Ad Week*. Some have already run within IDG publications. More than 20 IDG business units are taking part in the campaign.

The ads, according to the advertising executive who planned it,

Continued on page 5

A snapshot view of CD-ROM Expo '88

CHICAGO — Judging by the rapid growth of the annual CD-ROM Expo, sponsored by the Conference Management Group, Infoworld, Link Resources and The CD-ROM Review, this must be a hot industry indeed.

From a relatively small gathering of product developers a few years ago, the event has mushroomed into a complete trade show, with more than 2,600 attendees and 74 exhibitor booths. Each year it grows so much it has to be held in a larger place.

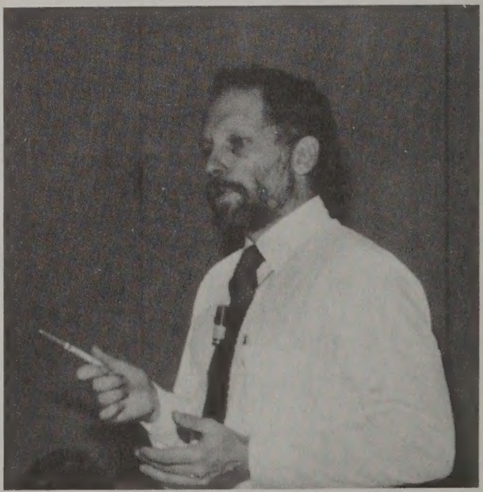
Here's what the show looked like to the people there.

Cambridge
Scientific Abstracts

GOOD DEAL — One of the major news announcements of the year for the CD-ROM industry, a joint venture between Philips, Microsoft and Sony, took place at the show. Here, discussing the implications of the deal, from left, Conference Management Group president Bill Leitch, Gaston Bastiaens, Philips product manager; and John Messerschmidt, president of the CD Video Systems Association.

KEYNOTE — First-day speaker John Messerschmidt, a well-known information technology industry venture capitalist, addressed the conference on rapid changes in the way businesses gather and use information, and what these trends mean for companies active in the CD-ROM marketplace.

HANDS-ON — Exhibit attendees examine the performance of a new database manager. In previous years, few companies had marketable products to show an audience interested in CD-ROM applications; this year, few of them did not.



YOUR OWN SYSTEM — Doug Iles, manager of CD-ROM research and development for Hewlett-Packard, instructs a heavily-attended session on how to create an internal publishing system built around a CD-ROM database. Such systems, he said, can keep much of the information people use in their jobs up-to-date and easy to access.

People

NEW IDC EMPLOYEES EXPAND EXPERTISE, INDUSTRY PERPECTIVE FOR RESEARCH AND CONSULTING OPERATION

FRAMINGHAM, Mass. — IDC has recently hired several industry veterans to bring added information technology market and industry expertise to its operations. They will also help design and implement expanded services, company president Tom Swithenbank said.

Many of the new senior analysts have extensive experience in larger systems. For example, Richard Schreiber, the vice president for U.S. systems research, has worked in sales and product and industry management for companies such as Digital Equipment, Data General, Prime Computer and Perkin Elmer Data Systems. He has been involved in technical computing, on-line transaction processing, relational database management and, most recently, supercomputing.

In his new role he will manage all U.S. Systems Research in processors, technical computing, computer-aided design and manufacturing software, Unix system software and the DEC Advisory Service.

Another newcomer, 23-year industry veteran Curt Beaumont, has held a number of senior information management positions with companies that use information technology, such as Codex, General Dynamics, the Hartford Insurance Company and Commercial Union Insurance.

As director of IDC's Systems and Peripherals Technology Service, Beaumont is responsible for supporting IDC technology user clients in issues associated with their implementation of business data centers.

The new director of the DEC Advisory Service, Terry Shannon, has held several senior technical posts for companies in the DEC arena, both as users and as consultants. He has been a consultant with CIS, technical editor of technical newspaper Digital Review, and a DEC system manager at several sites.

The new human resources manager for IDC, Elaine Ouellette, has worked in several technology-related settings, Most recently, she has been human resources manager for Data General. She has also worked in management consulting, marketing, and research and development.

Her role, Swithenbank said, will be to manage the personnel management issues that will accompany IDC's growth as a company with a broad range of services and products. ❑

Elaine Ouellette, IDC human resources manager; and Curt Beaumont, director of IDC's systems and peripherals technology services, examine the new IDC capabilities brochure.

SAFEGUARD...

Continued from page 1

The expansion of computer networks over the last several years has created a vast new class of distributed information systems, he said. This poses great benefit, but also great risks for computer security.

"The world as a whole is becoming a much smaller and a more integrated place," he said. In this world, people who never shared information before can now use it as a strategic resource.

Thus, the security risk. Much of this growth has occurred in the greater use of microcomputers, McGovern said. Yet micros often fall outside formal security schemes; some executives, he suggested, are complacent about PC security.

As solutions, he advised several steps. Computer professionals should take security issues seriously, and establish effective policies to protect data throughout their installations — even at the PC level.

They should involve end user departments and groups in formulating and enforcing computer security standards. They should not hide breaches in security — that reinforces a sense of "collective ignorance."

And, most importantly, he said, they should enlist end users to watch over systems to prevent unauthorized access and suggest ways to make the system better.

"Too often the end users within organizations have been treated as suspect foreign agents. But they can be turned into powerful local advocates for security procedures and skilled spotters for danger signals." ❑

INNOVATIVE CORPORATE AWARENESS OPPORTUNITIES HIGHLIGHT IDC, ITS PEOPLE AND SERVICES

FRAMINGHAM, Mass. — Taking advantage of its reputation for credible insights on the information technology industry, IDG's research and analysis operation has heightened its program of appearing in vendor's ads and other materials.

In recent weeks, for example, IDC has appeared prominently in large client's annual report, a product promotion booklet, and a major national advertising campaign.

The result: greater awareness of IDC among the people who see these materials — often including many prospective customers.

"Industry awareness of IDC is directly proportional to our efforts," according to Shelly Bakst, corporate communications director for IDC. "During the past year, our staff has aggressively pursued ways to spotlight our capabilities."

A case in point, she says, is a national advertising campaign from Cullinet Software, a Boston area vendor of large system products. A testamonial ad featuring Tom Willmott, senior vice president of IDC's technology services group appeared in several newspapers and magazines, including the *Wall Street Journal*, *Business Week* and *Computerworld*.

In the ads, Willmott cites a recent IDC survey indicating that the vendor "is doing a remarkable job in customer satisfaction" by designing strategic products.

In return for authorizing the photo and Cullinet's use of the statement, IDC asked for and got several thousand reprints of the ad. The reprints, mailed to prospects, can now help IDC get more business.

"We win both ways here," Bakst said. "Not only do we get an endorsement of our services appearing before a national audience for free, but we also get free marketing and promotion material."

In other recent examples, IDC has figured in glossy publications from Digital Communications Associates and Wyse Technology. Such reports are read heavily by financial analysts, customers and the press — all people who shape opinions about IDC. ❑

The powers that be on the future power in business software.

Successful analysts and consultants may not always see eye to eye, but they do have one thing in common: the power to spot business trends first.

And when they talk trends, we listen.

On customer satisfaction: "Strategic products are the key. In software, these are products that meet customers' current *and* future design and development needs. According to a recent IDC survey, one company is doing a remarkable job in customer satisfaction in this area—Cullinet."
—Tom Willmott

On potential pitfalls: "Distributed processing in a multi-vendor environment can result in huge potential problems in areas such as user interfaces, design complexities and the portability of applications. Cullinet's current products address these pitfalls, while raising the bar on sophistication and integrated functionality across platforms."
—Judith Hamilton

On the opportunities of tomorrow: "Opportunities in the software industry are expanding because of a glut of new technologies and the inability of old systems to work with them. Companies like Cullinet, that have invested heavily in products that run *across* multiple platforms, are the ones that will grow."
—Charlotte Walker

As the demand for integration across platforms grows, you can't afford to settle for less than the most comprehensive line of integrated software products available. Cullinet Software. Powerful relational data base management systems, application development tools and key applications. Integrated across functions and platforms without compromising efficiency or flexibility. Giving you products today you can build on. And on. And on.

Just ask the most powerful people in the business.

Or call, toll free, 1-800-531-4555, Cullinet Software, Inc., Marketing Services, 400 Blue Hill Drive, Westwood, MA 02090-2198.

Cullinet
The power to build on.

Charlotte Walker, V.P., County NatWest Securities USA

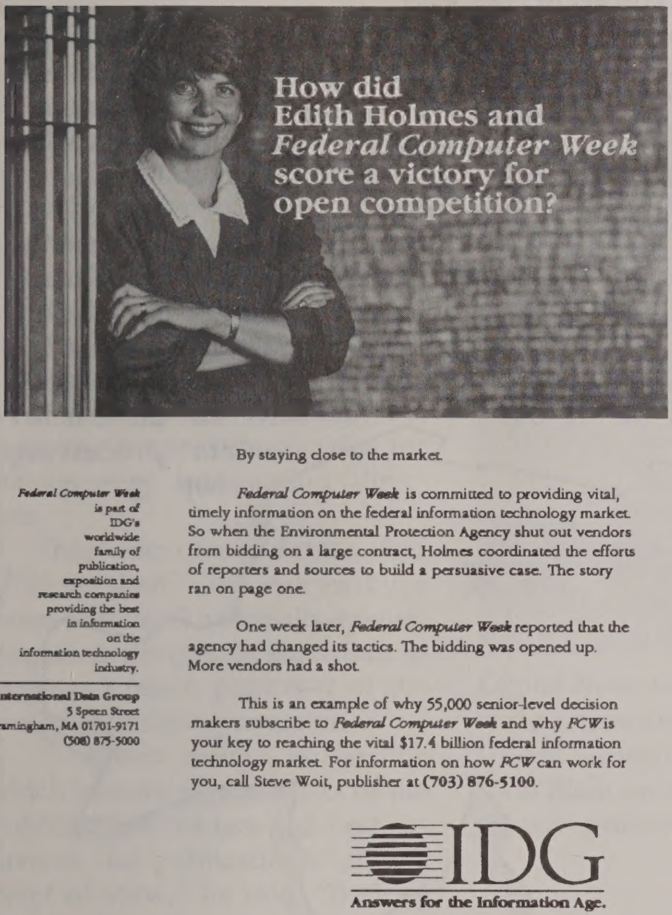
Judith Hamilton, Partner, Arthur Young

Thomas Willmott, Senior V.P., Technology Services, International Data Corporation

AD CAMPAIGN...

Continued from page 1

Edith Holmes, editor, ***Federal Computer Week***



How did Edith Holmes and *Federal Computer Week* score a victory for open competition?

By staying close to the market.

Federal Computer Week is committed to providing vital, timely information on the federal information technology market. So when the Environmental Protection Agency shut out vendors from bidding on a large contract, Holmes coordinated the efforts of reporters and sources to build a persuasive case. The story ran on page one.

One week later, *Federal Computer Week* reported that the agency had changed its tactics. The bidding was opened up. More vendors had a shot.

This is an example of why 55,000 senior-level decision makers subscribe to *Federal Computer Week* and why *FCW* is your key to reaching the vital $17.4 billion federal information technology market. For information on how *FCW* can work for you, call Steve Woit, publisher at **(703) 876-5100**.

Federal Computer Week is part of IDG's worldwide family of publication, exposition and research companies providing the best in information on the information technology industry.

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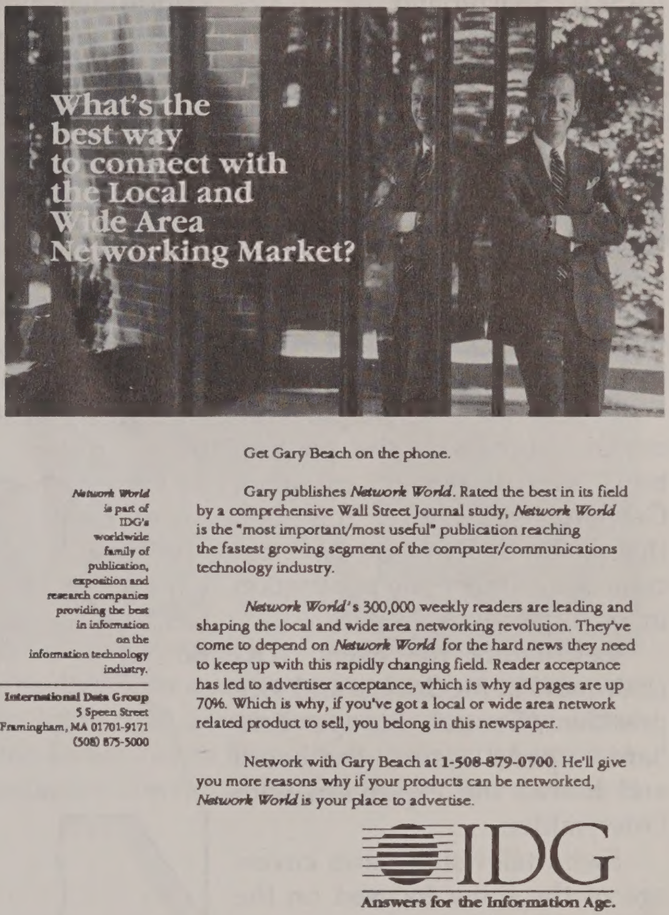
(508) 875-5000

IDG
Answers for the Information Age.

Gary Beach, publisher, ***Network World***



What's the best way to connect with the Local and Wide Area Networking Market?

Get Gary Beach on the phone.

Gary publishes *Network World*. Rated the best in its field by a comprehensive Wall Street Journal study, *Network World* is the "most important/most useful" publication reaching the fastest growing segment of the computer/communications technology industry.

Network World's 300,000 weekly readers are leading and shaping the local and wide area networking revolution. They've come to depend on *Network World* for the hard news they need to keep up with this rapidly changing field. Reader acceptance has led to advertiser acceptance, which is why ad pages are up 70%. Which is why, if you've got a local or wide area network related product to sell, you belong in this newspaper.

Network with Gary Beach at **1-508-879-0700**. He'll give you more reasons why if your products can be networked, *Network World* is your place to advertise.

Network World is part of IDG's worldwide family of publication, exposition and research companies providing the best in information on the information technology industry.

International Data Group
5 Speen Street
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(508) 875-5000

IDG
Answers for the Information Age.

benefit both IDG and the company's operating units.

"The strength of IDG is the strength of its people," according to Carl Van Brunt, a principal of the agency KNVB. "These ads do two jobs: they clearly state the benefit of the IDG business they're about, and they position IDG as a company that fosters clear thinking about information technology."

Many in the advertising business have praised the structure of the campaign, one of the most innovative arrangements in the industry. Under its terms, IDG itself paid for all production costs of the ads, and 15 percent of all media placement fees to books outside IDG.

This method of organizing the campaign provides all business units with a uniformly high degree of production quality in their ads and gives them an attractive financial incentive to use the program.

In this it is consistent with IDG management philosophy, according to IDG Communications president Axel Leblois. "We don't want to make anyone take part in the campaign. All we want to do is put it on the table as a useful, professionally-done service they can buy into if they wish."

The campaign was developed by KNVB, in consultation with Glenda Cudaback, corporate communications director, and representatives of the individual business units. ☐

Here is a list of IDG business units running advertisements over the next few months under the new corporate ad program:

CIO
Digital News
Federal Computer Week
Installed Technology International
International Data Corp.
International Marketing Services
Macworld
PCResource
PC World
Publish!
Network World

SWISS PUBLISHER ON TOP, CELEBRATES AT COMPUTER SHOW

BASEL, Switzerland — IDG's publishing operation passed out copies of *Computerworld Schweiz* — the largest issue ever — to thousands of computer management professionals at the recent Swiss Data Show.

DIE WOCHENZEITUNG FÜR INFORMATIK

COMPUTERWORLD SCHWEIZ

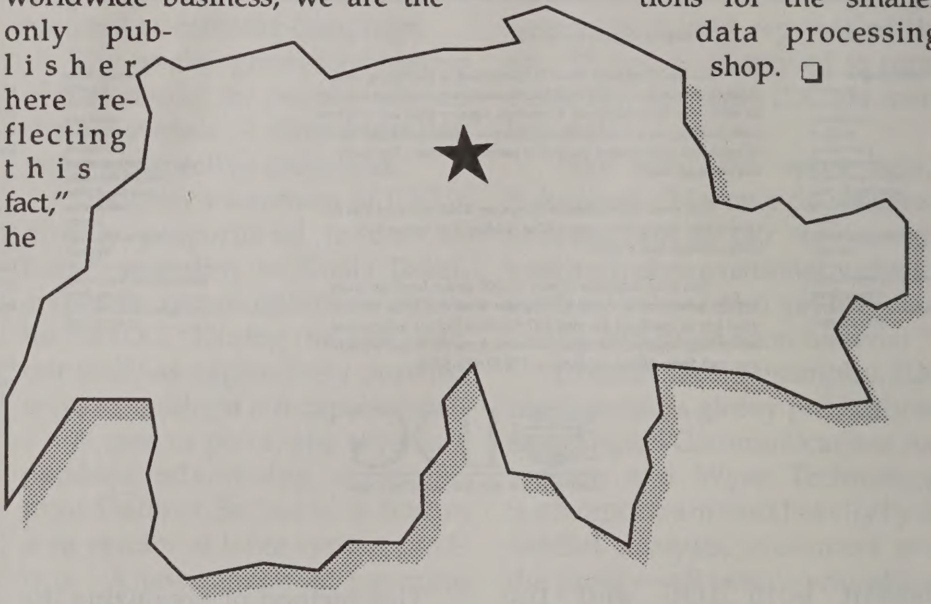
"These are the people who made a success of the publication," said its general manager, Gebhard Osterwalder. "It is good that we show them we have become the number one publication in just three years."

Celebrating the event, IDG chairman Pat McGovern and vice president/Central Europe Eckhard Utpadel visited the booth and toured the exposition with Osterwalder.

Swiss television news coverage of the show focused on the IDG book and its prominently-placed booth.

The support of IDG has been a critical element in the success of the three-year-old publication, Osterwalder said, citing the value of the IDG News Service and several other programs offered by its parent, IDG Communications.

"Information technology is a worldwide business; we are the only publisher here reflecting this fact," he said.



The Zurich-based newspaper leads its market, holding a 45 percent share of data processing advertisement compared to its closest competitor, the monthly *Output*, with 30 percent.

Its 60-page show issue carried 42 pages of advertising and made about $150,000 in profit. It contained a new 32-page insert, *Computerworld Focus*, dedicated to solutions for the smaller data processing shop. ❑

MULTI-PRONGED EFFORT BOOSTS BILLINGS FOR IDC WORLDWIDE CLIENT

FRAMINGHAM, Mass. — One of the largest computer companies in the world, Unisys, has more than doubled its billings with IDC, buying services ranging from information on its marketplace to consulting on the company's reputation among customers.

Unisys increased its IDC business 176 percent over the last eight months, according to Linda Holbrook, manager of special accounts for the research analysis group.

"This turnaround is a shining example of and a testament to a team effort throughout the various IDC divisions," she said.

Among the increased IDC business, Unisys has bought into continuous information services for the Pacific, Europe and the communications market, an IDC/France focus group study, a federal marketplace report and a custom consulting package. It is already a subscriber to continuous information services for the U.S. and Europe.

Holbrook attributed the increase in business to a restructuring in the approach that IDC uses to sell its services to large clients such as Unisys. Such services are still sold individually, but the sale is now "orchestrated" through one key contact, Holbrook said. ❑

TWO IDG PUBLICATIONS WIN NATIONAL DESIGN AWARDS

IDG Communications' art directors, production heads honored

DALLAS — Cited for their contributions in bringing excellence in graphic design to trade publishing, two IDG Communications books have won the only national magazine design award.

The Ozzie award, presented by *Magazine Design & Production* magazine, went to *Digital News*, Boston, IDG's newspaper for the DEC marketplace; and *CIO*, the company's monthly magazine for management information directors.

Digital News *staffers involved in the award-winning design and production of the newspaper. From left to right, Steven Samuelian, copy editor; David Grober, managing editor; Esther Valerie Koor, art and production assistant; Vicki Blake, art and production director; and Valerie E.M. Elmore, assistant managing editor.*

They were chosen from a field of more than 1,100 entries by a panel of several nationally-known magazine designers, according to Michael Kreiter, publisher of the award-sponsoring magazine.

"The best design is the one which best meets the needs of the publication's readers and best expresses the publication's unique point of view," he said. "Both of these books fill each of these criteria admirably. Besides, they're nice to look at."

Digital News won first place in the competition for best overall design of any new tabloid or business newspaper. In presenting the award, Kreiter praised the publication's use of four-color photography, charts, logos and banners in a five-column format of "simple elegance."

With the look of a newspaper, *Digital News* embodies one of the publication's main strategic objectives, according to its art and production director, Vicki Blake.

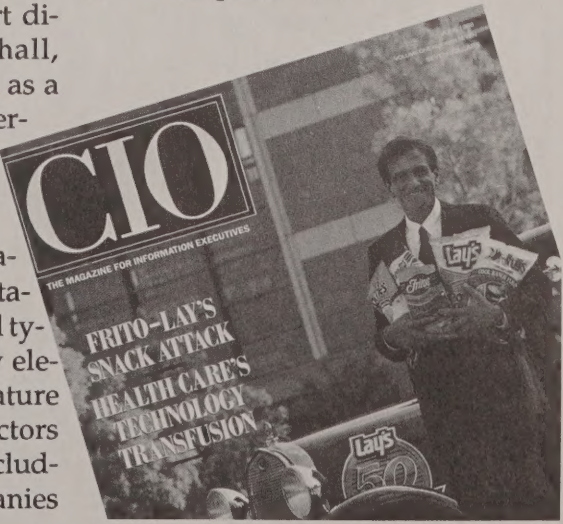
"The DEC market has, historically, been the province of magazines. Our newspaper format is intended to express the energy and urgency of the growing DEC marketplace, and to create a credible environment for both editorial and advertising," she said.

CIO, Framingham, Mass., won third place in the competition for best overall design for trade books of circulation of less than 100,000.

Its design, according to art director Mary Lester Marshall, reflects *CIO*'s market position as a business publication more interested in management information strategies than in computer products.

As such, she said, the magazine has fostered an authoritative, sober look in its layout and typography. Photographs, a key element of the *CIO* design, feature management information directors in their work environment, including the products their companies make whenever possible.

"These people, though quite technical, don't spend their time behind the computer," she said. "They are involved in every aspect of the strategic management of their companies." ❑


CIO
THE MAGAZINE FOR INFORMATION EXECUTIVES
FRITO-LAY'S SNACK ATTACK
HEALTH CARE'S TECHNOLOGY TRANSFUSION
Lay's

People

Tim Karney, the Washington D.C. area sales manager for *Federal Computer Week,* Washington, has been named the publication's vice president of sales. In this position he will be responsible for all display advertising sales, ad production and billing for IDG's newsweekly for the U.S. government computer marketplace.

He joined *Federal Computer Week* before it began publication in early 1987, selling advertising space in the New York area. He came to IDG from Lineal Publishing Co., Darien, Conn., where he was director of sales and marketing. He has also served as associate publisher for *Ready to Wear,* Harcourt-Brace-Jovanovich, New York.

❑ ❑ ❑

Peg Hosky, formerly account development manager for *Federal Computer Week,* has been promoted to vice president of marketing. In this capacity, she wil be responsible for all of the publication's marketing programs, including advertising promotion and trade show support. She comes to IDG from Wang Laboratories, Lowell, Mass., where she was a marketing manager.

❑ ❑ ❑

Nancy Stubbs has joined *Digital News,* Boston as office manager for the classified sales department. A veteran of the publishing industry, she comes from Little, Brown and Company, Boston, where she was executive assistant to the vice president and treasurer. She is a graduate of Boston University.

FRANK COLLINS

A long-time employee of IDG's headquarters in Framingham, Mass., Frank Collins, died recently. With jobs in a host of areas, including circulation, advertising sales and management information systems, for some 14 years, he was a valued, friendly contact in the home offices for scores of people across the U.S. in a rapidly-expanding company.

His family asks that donations in his memory be made to:

The New England
Medical Center
750 Washington St.
P.O. Box 231
Boston, MA 02111

IDG
WORLD
UPDATE

Editor
Donald Frazier

Art Director
Jim Suhre

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Mary Dolaher
Susan Perry
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Production
KNVB Inc.

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Anniversaries

NINE YEARS
Lloyd S. Cohen - IDC
David Moschella - IDC

SEVEN YEARS
Elizabeth Abbott - IDG Communications
Fern Day - IDG Communications
Ellen B. Markoff - Infoworld Publishing
Maureen J. Diodati - CW Publishing

Four Years
Donna Pomponi - CW Publishing

THREE YEARS
Amy E. Elliott - Infoworld Publishing
Joseph Matazzoni, Jr. - PC World Communications

TWO YEARS
Jeffrey G. Debalko - Infoworld Publishing
Dennis O'Donnell - Infoworld Publishing
June Bailen Wallach - Link Resources
Sharon Baker - CW Publishing
Anne Ryder - CW Publishing
Sally Zahner - PC World Communications
Susan E. Gannon - IDC
Karen A. McLaughlin - IDC

November

IDG WORLD UPDATE

VOLUME 18, NUMBER 35 NOVEMBER 1, 1988

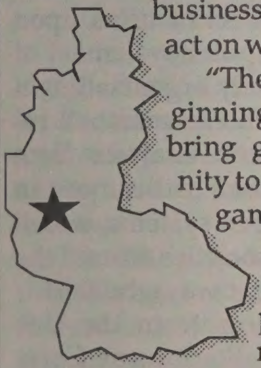
IDC

SESSION EXPLORES PROS AND CONS OF OPEN SYSTEMS

MUNICH — The embrace of open systems can help European enterprises compete effectively in the expanded economy of the new, deregulated Europe, the chairman of IDG told an IDC conference last week.

Such systems with standard interfaces and compatible software, Pat McGovern said, will permit companies to communicate more smoothly with their customers, suppliers and local business partners, and act on what they learn.

"The changes beginning in 1992 will bring great opportunity to all types of organizations," he said. "They will be able to participate much more



Continued on page 2

On the inside:
News On
PC World USSR

See page 3

TAIWANESE MAGAZINE PREMIERES

New book begins as number one in a fast-growth market

TAIPEI — The newest publication of IDG Communications, PC World Taiwan, hit the streets last month, becoming Taiwan's largest PC-only publication with its first issue.

More than 10,000 copies of the 144-page monthly magazine were distributed to people in all phases of Taiwan's burgeoning PC marketplace, including buyers, sellers, distributors and manufacturers.

Marketers enthusiastically accepted the publication, buying more than 28 full-color full-page ads, according to Arthur Ling, advertising manager.

"This is a market on the move," he said. The home of a large and fast-growing computer manufacturing industry, Taiwan has only in recent years seen the emergence of a large computer user community.

But computer publications have not effectively addressed this market until now, he said. Taiwan has many computer books, he said, but they are edited for the computer industry itself, not users.

Some of the advertisers in the first issue include Hewlett-Packard, Acer, Mitech and the Taiwanese electronics giant First Information Corp.

Information about PC products in the new publication, Ling said, will be useful for two sorts of people. People who already know a good deal about computers from their involvement in the in-

Continued on page 2

A Publication of IDG Communications, Inc
PC WORLD
TAIWAN
個人電腦世界 1988/10月號
騎虎難下？——
台製監視器在美勇冠排行榜
WANG PC大反撲！
PC漲價風中，
您何去何從？

TAIWANESE MAGAZINE...

Continued from page 1

dustry will read the ads and stories in *PC World Taiwan* to learn ways to use computers to enhance their own productivity.

And people in the business of combining computer products into complete systems will learn what the products do. Editor Zoe Cherng, he said, is compiling a group of technical benchmarks for different types of products so that stories will be useful to both groups.

RLD TAIWAN 創刊抽獎活動頒獎

Owen Wang, IDG Communications/ Taiwan chairman, presents details of the PC World Taiwan *launch at a recent conference.*

PC World Taiwan marks the continued expansion of the PC World magazine concept, originated in the U.S. by IDG several years ago. The company now publishes several PC World properties worldwide.

The Taipei team closely examined the other IDG PC Worlds in the development of their own version of the concept. At the IDG Communications managers' meeting last spring, the company committed itself to growing through the development of such product lines.

To assist in the growth of the Taiwanese computer industry, *PC World Taiwan* will sponsor a major trade show in February, PC World Expo. So far, Ling said, the show is more than two-thirds booked. ❑

MEXICO CITY — A recent visit to the IDG Communications operation for Mexico by the chairman of IDG, Pat McGovern, was the occasion for the publication to bring its staff together with many of its key clients. Pictured from left, Henry Morales, Computerworld/Mexico S.A. *de C.V. general manager; Sergio Ferragut, general manager, Datanet Internacional; Alicia Paramo, Honeywell-Bull public relations manager; McGovern; Yolanda Yaeggy,* PC Journal *marketing manager.*

OPEN SYSTEM PROS AND CONS...

Continued from page 1

uniformly in a much larger marketplace. To take part in this process, the information technology industry must provide systems with the necessary flexibility."

More than 200 people, most of them information technology vendors, attended the two-day conference, according to Manfred Frey, managing director, IDC/Deutschland.

"These people are highly aware that their marketplaces are going to change significantly," Frey said. "They need insights into which direction that change is going to take."

The conference comprised sessions on a wide range of topics, including the Open Software Foundation and its likely impact; the future of Unix software in Europe and the effect of users upon vendors of computer systems.

IDC is the only organization in the world which can marshall resources, data and analysis from around the world to bear on an issue such as open systems, which is due to affect societies around the world in different ways, he said.

Many vendors from the U.S. such as Digital Equipment Corp. and Data General attended the conference. According to Jack Hart, vice president of international services for IDC, these vendors see the imminent changes in European business relationships as a way to increase their business on the continent. ❑

SOVIET PUBLICATION HITS WITH READERS, ADVERTISERS

The first issue of landmark magazine sells out "within minutes"

MOSCOW — Only a few months after an historic joint venture between IDG and the Soviet Ministry of Printing and Publishing, the first issue of *PC World USSR* has rolled off the presses and into the hands of more than 50,000 Soviet microcomputer users.

The impact on the Soviet computer community was immediate, according to those who saw it arrive at newsstands in the Moscow area. "All copies were gone within a few minutes," said a local computer user, Vena Slowicz, a teacher for a secondary school near the city.

"There's never been anything like this here," she said, estimating that each copy of the publication will be read by as many as thirty other people, all of them influential in the use and acquisition of microcomputers.

PC World USSR was a success in business terms as well, according to Frank Cutitta, director of International Marketing Services and a key architect of the joint venture which produced the publication.

The 140-page issue bore more than 20 pages of advertising, from several of the top companies in the information technology industry, including Hewlett-Packard, MicroSoft and Apple Computer.

The publication was profitable for IDG from the first issue, Cutitta said. The joint venture agreement with Soviet technical publisher Radio i Sviaz calls for the production expenses of the magazine to be met by circulation revenues of about $3.20 per issue.

As a result, he said, the advertisements which run in the publication represent "pure profit."

Heartened by the initial results of the partnership, officials from Radio i Sviaz and Axel Leblois, IDG Communications president, have agreed that *PC World USSR* will open its own offices with its own staff effective the first of the year. It will publish under the auspices of IDG's central European region, under vice president Eckhard Utpadel.

The deal to publish *PC World USSR* marks a number of 'firsts' for the computer publishing industry. The deal resulted in the first magazine for personal computer users in the Soviet Union, the first active role for a U.S. company in publishing any Soviet magazine, the first joint production agreement between any two U.S. and Soviet publishers, and the first joint venture between the Soviet Union and any foreign publisher.

In keeping with other Soviet joint ventures, 51 percent of the project will belong to the Soviet partner, while 49 percent will belong to IDG, which contributed $250,000 in start-up costs, a significant portion of which is covered by the profits from the first two issues.

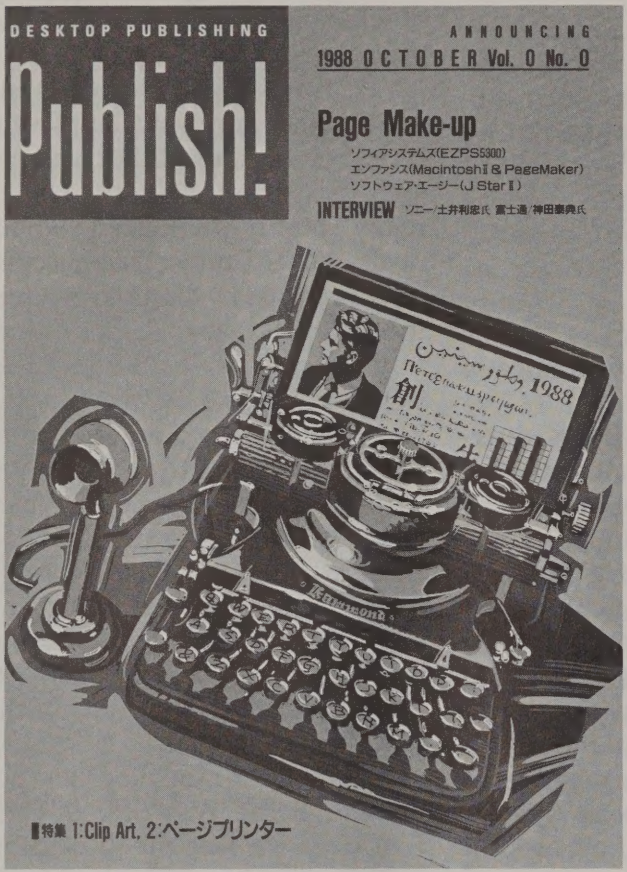
PC World USSR also marks one of the most successful joint ventures between any U.S. company and the Soviet Union. Unlike many highly-publicized Soviet deals, the IDG project has successfully produced a tangible product in the form intended, Utpadel said.

"The way we have structured this deal gets around many of the logistical and procedural hurdles which many Western companies in the USSR have now spent years trying to cross," he said.

IDG also avoids one of the most nettling problems for any Western company trying to do business in the Soviet Union: getting its share of the profits of the business.

Since ads for the magazine are bought in the West, for dollars, IDG does not face the same difficulties with the repatriation of profits as other Western companies active in the USSR. ❑

1 / 1988
В мире
персональных
компьютеров
ПК



DESKTOP PUBLISHING

Publish!

ANNOUNCING

1988 OCTOBER Vol. 0 No. 0

Page Make-up

ソフィアシステムズ(EZPS5300)
エンファシス(MacintoshⅡ & PageMaker)
ソフトウェア・エージー(J StarⅡ)

INTERVIEW ソニー/土井利忠氏 富士通/神田泰典氏

■特集 1:Clip Art, 2:ページプリンター

1988.10.10
創刊0号
購入決定のためのPC/WS情報紙

INFO WORLD

IDG
INTERNATIONAL DATA GROUP

インフォワールド 日本版

98市場"32ビット時代"へ

エプソンも年内に32ビット互換機で追撃

日本IBM、PS/55の販売戦略強化

今年度15万台超へ

課題はソフト拡充

パソコンメーカー・アンケート
「ラップトップ市場予測」

NEW BOOKS DEBUT

Based on proven models, Japanese InfoWorld *and* Publish! *aim at awakening market for personal systems*

TOKYO — Advertisers and readers have responded enthusiastically to pilot editions of two new Japanese IDG publications, paving the way for their formal introduction this month.

The publications, *Infoworld* and *Publish!*, are aimed, respectively, at the markets for business personal computers and desktop publishing, both pegged for considerable growth over the next several years.

Each is modelled after the publication of the same name and concept in the U.S. market, adapting the format to the specific needs of the Japanese marketplace.

"These publications will have a major impact on shaping the Japanese marketplace — not just the computer industry market, but the user market as well," according to Dick Yamashita, country manager for IDG Communications.

That marketplace, he explained, has lagged behind the U.S. and Western Europe due to difficulty in writing software that conforms to the Japanese language, and the prevalence of proprietary systems.

Now that micros are becoming widespread and many of the software problems have been solved, he said, the marketplace is poised for a great deal of growth as computer buyers seek reliable information on products, their implications for productivity, and computer applications.

To develop each concept, the IDG Communications/Japan editors worked closely with the editors of the two model publications in the U.S., including Jonathan Sacks of the Menlo Park, Calif.-based *Infoworld*, and Susan Gubernat of *Publish!*, San Francisco.

In doing so, they are reflecting one of the major strategies developed by IDG Communications managers at last year's managers' meeting in Beijing: the development and expansion of global product lines.

This strategy calls for IDG Communications companies around the world to develop new properties based on already-proven concepts such as 'PC World' and 'Computerworld,' both of which appear in several forms throughout the company. ☐

Long Range Planning

An Invitation to All IDG Employees

This is your chance to participate in the very important process of Long Range Planning for your company.

Every year we select between eight and ten employees at different operating units for each of four committees that will be charged with the responsibility of thoughtfully preparing major reports on trends in future activities in the areas as listed below.

This year's committees will be particularly important as they will focus on the decade of the 90s and will be used by IDG management in planning their fiscal year 1990 business plans.

These committees represent an excellent opportunity for you to be more fully involved with the future of your company. It is also an excellent way to work with colleagues from other operating groups and to become more familiar with the "inner workings" of IDG.

The committees will be meeting in person, by phone and by e-mail/fax from mid-November until mid-March when the committees will present their findings to members of the IDG Long Range Planning Steering Committee. We know we have an enormous amount of talent out there and we want to hear from you. GET INVOLVED.

The committees are:

"DP/MIS In The 90s" Chaired by Bill Laberis at Computerworld
Telephone (508-879-0700) or e-mail box CWCI.B/LABERIS.

This committee will focus on the global changes in computer technology, and how these changes will shape the role of the MIS professional. This analysis will be aided by sketching out just how technology has shaped the MIS environment in the past and present. As a sub-theme this committee will investigate the very dynamic relationship between information systems and corporate goals. This relationship will likely play a major role in further defining the work environment of MIS professionals.

"Human Resource Needs In The 90s" Chaired by Martha Shea at IDG
Telephone (508-875-5000) or e-mail box IDG.M/SHEA.

The theme will be "Identifying, Developing and Keeping Talent." What job skills are needed in this environment/industry; what personal characteristics/qualities are need for success; what are the various methods we can employ to identify talent across all divisions; what are the key skill areas we need to target for training purposes, etc.

over

"PCs In The 90s" Chaired by Mike Perlis at IDG/CI Peterborough Telephone (603-924-9471) or e-mail box CWCP.M/PERLIS.

As the 80s come to a close, it is clear that PCs represent the fastest growing segment of the computer marketplace. Businesses both large and small have embraced PC technology. This committee will track these trends through the nineties, estimating the total size of the market and the scope of PC usage through the year 2000. The committee will take a hard look at how technology will progress: whether or not there will be a "shakeout" among manufacturers, who the major players will be, how PCs are and will be purchased and whether or not the revolution in home computing will finally take place. The committee will analyze how these developments will effect IDG's businesses. How will the needs of our customers change, etc.

"Communications In The 90s" Chaired by Gary Beach at Network World Publishing Telephone (508-879-0700) or e-mail box CWCI.G/BEACH.

The communications industry is expanding and changing rapidly and this committee will be looking at the ramifications of this dynamic growth and how the coming changes will effect both existing products/services and how we will have to change and grow during the 90s.

If you want to serve on any one of these committees please call or drop a line to the chairperson of your chosen committee giving your background (which does not have to be associated with the committee you want to serve on) and a simple statement that you are willing to do the extra work to be a productive member of the team. Candidates will be chosen on the basis of getting a fairly even mix of employees from different divisions/operating units on each committee and the order in which they apply for selection.

If you want any additional information on these committees please feel free to call or e-mail Walter Boyd at IDG, e-mail box IDG.W/BOYD. The important thing is to get involved and be a part of the planning process for IDG.

Walter Boyd
President of IDG

TOP EASTERN EUROPE NEWSPAPER GOES WEEKLY

IDG Hungarian unit plans more properties

BUDAPEST — The leading computer publication in Hungary, IDG's *Computerworld SZT*, has gone weekly, marking its emergence as the largest computer publication in Eastern Europe.

The publication enjoys a 70 percent market share of all ads aimed at computer management professionals in Hungary, according to Dezso Futasz, managing director for Computerworld Informatika, the umbrella company for all IDG ventures here.

> *"This marketplace needs a newspaper, as it is undergoing a rapid expansion in users of computers and companies that want to sell to them." — Dezso Futasz, managing director, Computerworld Informatika.*

"This marketplace needs a newspaper, as it is undergoing a rapid expansion in users of computers and companies that want to

Continued on page 8

The phototypesetting manager of Computerworld SZT, *Vilma Door, finalizes the layout of the current issue of the newspaper on a full-page electronic layout system. Looking on are Axel Leblois, IDG Communications president; Dezso Futasz, managing director of Computerworld Informatika; and Andras Levai,* Computerworld SZT *art director.*

On a recent visit of IDG Communications executives to Computerworld Informatika, Eckhard Utpadel, the company's vice president for Central Europe, examines the new issue of Computerworld SZT, *its newsweekly for computer management professionals.*

COMPUTERWORLD
CWI SZÁMÍTÁSTECHNIKA
NEMZETKÖZI INFORMATIKAI HÍRLAP III. ÉVFOLYAM 21. SZÁM 1988. OKTÓBER 19. ÁRA: 34 FORINT

NEW SECTION ON PC TRENDS

With "Perspectives," Infoworld complements news coverage, reviews

MENLO PARK, Calif. — Capping off months of readership research and planning, *InfoWorld*, IDG's newsweekly for PC volume buyers rolled out an innovative new technology analysis section yesterday.

The section, dubbed "Perspectives," will provide a way for *InfoWorld* to explore trends affecting its readers in a more analytical fashion than that provided by its news coverage, its editor said.

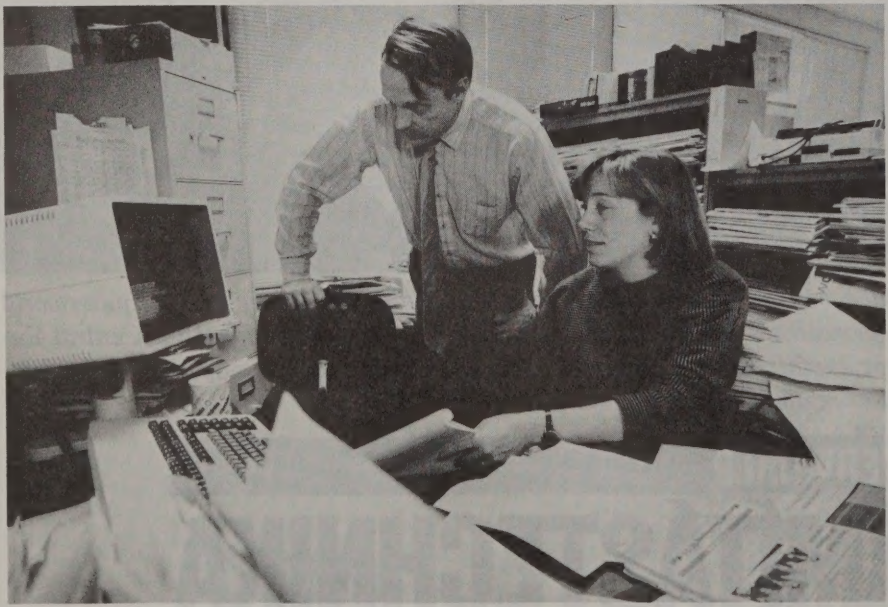
"This is our opportunity to delve into issue in more detail, and to discuss the ramifications of trends and new product catagories," according to Roberta Furger, senior editor and a planner of the section.

The section of the newsweekly will focus on a different topic for three weeks each month, centering on new products or technologies and their meaning to PC users in the business community. The fourth week will be reserved for treatment of late-breaking developments.

In format, the publication will include several different types of stories, including in-depth features, news analyses, and even opinion pieces.

The first edition of two-and-a-half pages spotlights 'groupware' — micro software designed to be used by several people who work together. It discusses benefits and pitfalls facing groupware users, including recommendations for how an installation may use this software effectively.

The section was planned by Jonathan Sacks, editor-in-chief of *Infoworld*; and J. Michael Lowe, editor; as a way to cover trends in technology development and application. The publication, featuring the news coverage of breaking events, also includes a reviews section praised as one of the most authoritative such sections in the computer publishing business. ❑



The editor of the new Perspectives section, Roberta Furger (seated) and Ed Foster, InfoWorld *News editor (standing)*

People

David Bradway, a long-time IDG veteran, has been promoted to a new post within the World Expo Group's Conference Management Group, that of manager of conference planning and development. In this capacity he will establish a formal conference management department, assuming overall responsibility for designing, planning and implementing new seminars and conferences for the Framingham, Mass.-based group.

He came to the CMG in 1987 as head of speaker recruitment. He had served for two years at IDC, Framingham, in a number of positions with Global Data Resources, the information technology and user database group now named Installed Technology International.

❑ ❑ ❑

Sanford Fibish has been appointed eastern advertising director of *Publish!*, IDG's magazine for desktop publishing, Based in Framingham, Mass., he will personally handle accounts in the Northeast and Midwest regions, and will supervise all account activity for the New York, Mid-Atlantic and Southeast territories as well.

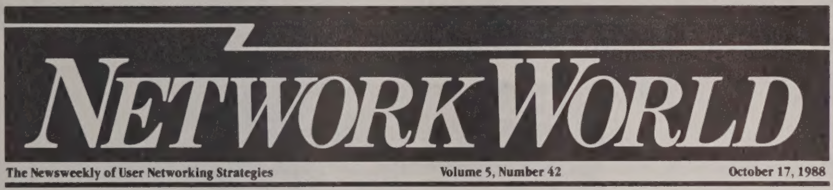
A display sales veteran of IDG, he comes to the San Francisco-based magazine from IDG Communications/Peterborough, where he held a variety of sales management positions for *inCider* and became vice president of sales for *The CD-ROM Review*. He came to IDG from Graphic Channels, wherre he served as vice president of sales.

TOP TRADE GROUP TAPS NETWORK WORLD

Communications weekly presents its annual award at show kick-off

SAN DIEGO — The most prestigious trade association in the telecommunications business chose *Network World* to take part in the opening ceremonies of its annual show here last month.

At the event, held by the Telecommunications Association, *Network World* editors presented its annual prize to successful users of communications technology, the User Excellence Award, to two high-ranking information technology managers.



NETWORK WORLD

The Newsweekly of User Networking Strategies Volume 5, Number 42 October 17, 1988

Among the many competing communications publications at the conference, IDG's newsweekly for computer connectivity was the only one to share the podium with the trade group.

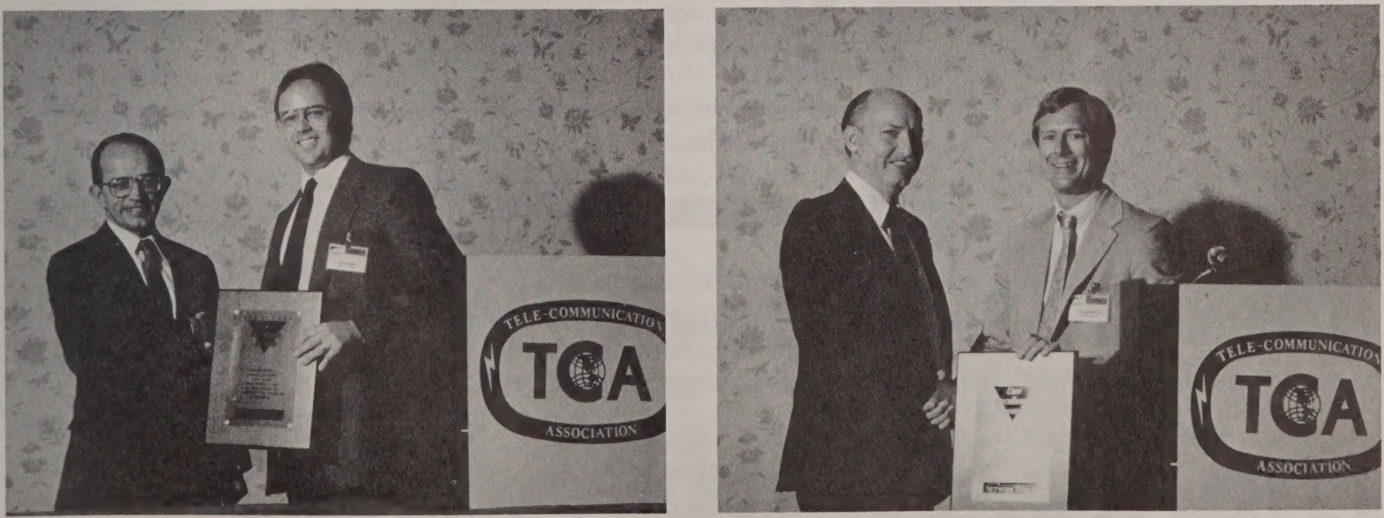
"It was a great honor to be chosen for this, but it was also entirely appropriate," according to John Gallant, editor of the Framingham, Mass.-based publication. TCA members, he said, rate *Network World* higher than any publication in the business in both readership and useability.

The winners of the User Excellence Awards were chosen from more than 650 nominations posted by the newspaper's readers.

Criteria for selection, Gallant said, hinged upon how successfully the organization uses communications technology to become successful in business. "We were not looking for the biggest companies or the biggest budgets; rather, for the most innovative and effective applications of the technology as a strategic tool," he said.

The co-winners of the awards this year were Russ Meyer, manager of engineering services for American Express Travel-Related Services; and H. William Howard, vice president of information technology for Bechtel.

Runners-up included Consolidated Edison, First Union Corp., the Medical College of Georgia, Payco American, the State of California, United Stationers, Walgreen and Westinghouse. ☐



Russ Meyer, manager of engineering services for American Express Travel-Related Services, receives the annual Network World *User Excellence Award from Steve Moore, the publication's features editor, at left. At right, co-winner H. William Howard, vice president of information technology for Bechtel ,receives his plaque from John Gallant,* Network World *editor.*

COMPUTERWORLD SZT...

Continued from page 5

sell to them," Futasz said.

"This company, only two years old, is not only a respectable producer of profits already," said Axel Leblois, IDG Communications president. "It is a leading company in a leading marketplace in the leading country in the development of Eastern Europe."

Besides *Computerworld SZT* and *Mikrovilag*, its publication for personal computer users, Computerworld Informatika publishes several computer industry newsletters, including Editop, on desktop publishing; *Software*; *Quick*, a digest of computer industry news; and *Trend*, on micro hardware.

It also added the Hungarian version of *Scientific American* to its portfolio in 1987. In total, Computerworld Informatika now fosters ten separate lines of business.

On the company's expansion into other types of publishing, Leblois said, "the whole thing is expanding fast." As an enterpreneurial company within the most open of all Eastern European economies, Computerworld Informatika is poised for rapid growth, he added.

The most recent issue of *Computerworld SZT* boasts 40 pages, including advertisements from almost every significant information technology vendor in Hungary, selling products from some of the largest companies in the industry. ❑

IDG WORLD UPDATE

Editor
Donald Frazier

Art Director
Jim Suhre

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Mary Dolaher
Susan Perry
Véronique Sulliger

Production
KNVB Inc.

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DYRASAT RC 200

One of the most popular consumer electronic items in Hungary, a satellite reception dish, on sale in a Budapest department store. Mikrovilag, *IDG's Hungarian publication for computer users in the home and small business, started last year a supplement for the many satellite TV programs from all over Europe that Hungarians can receive by using such dishes.*

Anniversaries

SIX YEARS
Sandra A. Iafolla - IDC

FIVE YEARS
Russell T. Onofrio - IDC

FOUR YEARS
James E. Martin - PC World Comm.
Sharon M. Bryant - CW Publishing
Donald C. Bellomy - IDC

THREE YEARS
Sherril-Anne Lovell - Link
Linda Ruth - IDG Comm/Peterborough
Rosemary Hamilton - CW Publishing

TWO YEARS
Mary D. Porter - Link
John Corrigan - CW Publishing

IDG WORLD UPDATE

VOLUME 18, NUMBER 36

NOVEMBER 8, 1988

IDG GEARING UP FOR COMDEX/FALL, BIGGEST SHOW OF YEAR

While the computer industry is packing its bags for the Comdex/Fall trade show next week, IDG people around the world are hard at work planning a wide range of activities to get the most out of this important industry event.

These include a blockbuster party, new product introductions, recognition of vendors, and placement of special Comdex issues at attendees' hotel doorsteps before the show begins—and, of course, the endless series of contacts which make this industry go 'round.

Almost 9,000 people are expected to attend a gala opening night party, with the theme "Let's Go Global," hosted jointly by all IDG publications to kick off show activities.

Continued on page 2

On the Inside:

IDG Wins Market Share

See page 3

COMPUTER USERS FETED

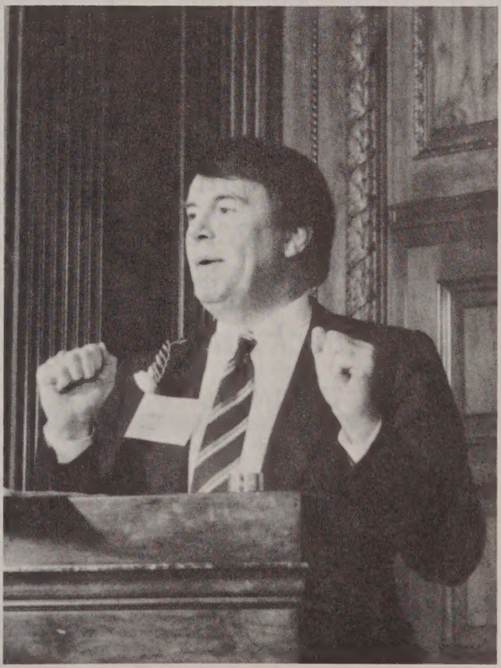
Honored in unique event for managing information technology to become more productive, profitable

NEW YORK — Editors and executives from *Computerworld* and IDG honored 27 of the United States' top corporate users of information technology at a special dinner in one of the most prestigious sites in the country last week.

The honorees were praised for their success in making computers part of their companies' overall business strategies, as described in a special edition of the newsweekly, the first *Computerworld Premier 100*, last fall.

The event, held at the landmark Pierpont Morgan Library, also attracted many key *Computerworld* advertisers.

Continued on page 8



Patrick McGovern, IDG chairman, in his opening remarks to the first Computerworld Premier 100 *Awards dinner.*

COMPUTERWORLD

THE PREMIER 100

COMDEX...

Continued from page 1

Hundreds of IDG senior managers, sales representatives, editors and writers from across the United States and as far away as Australia and Europe will rub elbows with advertisers and vendors at the event.

"We're a very global company and this year's party is designed to reflect that," said Leslie Price, project manager, IDG Corporate Communications. "In addition to it being an excellent way to thank our readers and advertisers, it will be a wonderful opportunity to create real synergy for IDG."

The party will be held in the Thomas and Mack Center at the University of Las Vegas. Entertainment will include appearances by Mitch Ryder and the Detroit Wheels, Otis Day and the Knights, and Cat and the Bytes.

> *"Comdex is one of those events where the industry gets together and does a reality check on itself. Everyone looks at what everyone else has."— Richard Landry, editor,* PC World .

But that's only the start of IDG's involvement with Comdex. The company will announce a new publication at the show. *Computerworld Focus on Integration*, a slick monthly magazine, will take center stage at the IDG booth, preparing for a launch date in early 1989. More than 10,000 copies of a special Comdex issue of *Infoworld* will go to major Las Vegas hotels.

"People will have a chance to see first thing what the news is, even before they get to the show," said *Infoworld* president Eric Hippeau. "We want vendors to know we are as much a part of the industry as they are."

Federal Computer Week president Steve Woit said representatives from his publication will use the show as a convenient way to entertain federal marketing managers from major companies and talk with marketing communications managers about the vast potential of the federal market. "The federal government represents the largest vertical market in the computer industry," Woit said.

Anyone who wants up-to-the-minute computer industry news at the show can visit the IDG booth where news bulletins from the International News Group's newswire will be posted. "It will be just like an old-fashioned news ticker."

"The object is to show the volume and variety of news moved by the news service around the world every day," said David Hill, International News Group director.

For the show's duration the news group's operation will move to a press suite, with PCs, phones and fax machines, near the convention hall. Hill said facilities will be provided for writers and editors from IDG publications worldwide.

"Comdex is where the bulk of the news in the computer industry will originate during the week," he said.

Infoworld Editor Michael Lowe said at least 35 newspeople from his publication will conduct several interviews every day in order to put out their annual on-site Comdex issue. He said the stories will be written in a temporary newsroom at the Las Vegas Hilton. Only production will be handled off-site.

"We do this almost every year and throw our hearts behind it every year. We consider Comdex to be the major industry event of the year. Certainly every major vendor will be there to talk about what they will do in the year to come," Lowe said.

> *"Comdex is the most important show for the PC community. It is an indicator of what technologies are going to drive the industry in the next year. It's a little bit of a window into the future." — Paul Gillin, executive editor* Computerworld

PC World plans to give laminated counter cards to advertisers and is making posters for vendors who received "Best Buy" recommendations for their products from the publication's editors. In addition, *PC World* plans to send virtually every editor on staff to cover Comdex.

"Comdex is one of those events where the industry gets together and does a reality check

Continued on page 7

MARKET SHARE WINS

IDG's US publications pick up more gains in market share over September, beating its competitors and its industry.

FRAMINGHAM, Mass. — IDG Communications continues its drive to corner a dominant share of the total market for computer-related advertising in the U.S., according to independent analysts of the advertising marketplace.

IDGCI picked up more valuable gains in ad pages and revenues during September, at a time when the overall market — including several of IDG's competitors — lost in both.

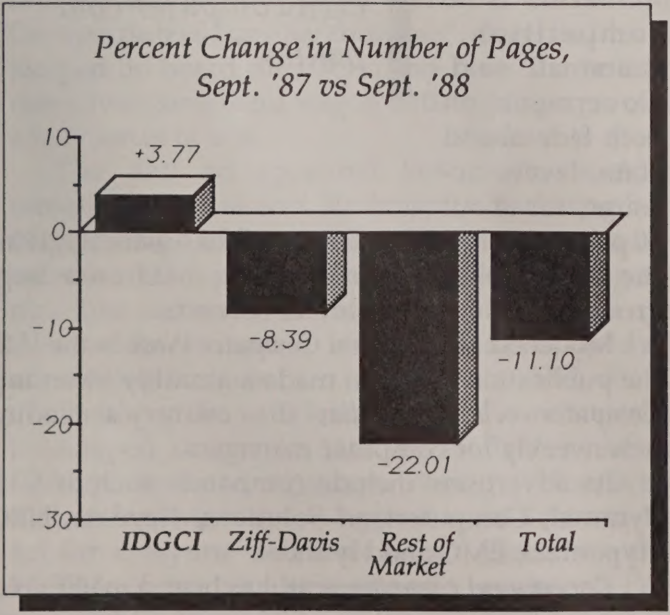
This performance follows a strong summer for IDGCI, when the company grew in ad pages by 17 percent compared to just four percent for the computer publishing industry.

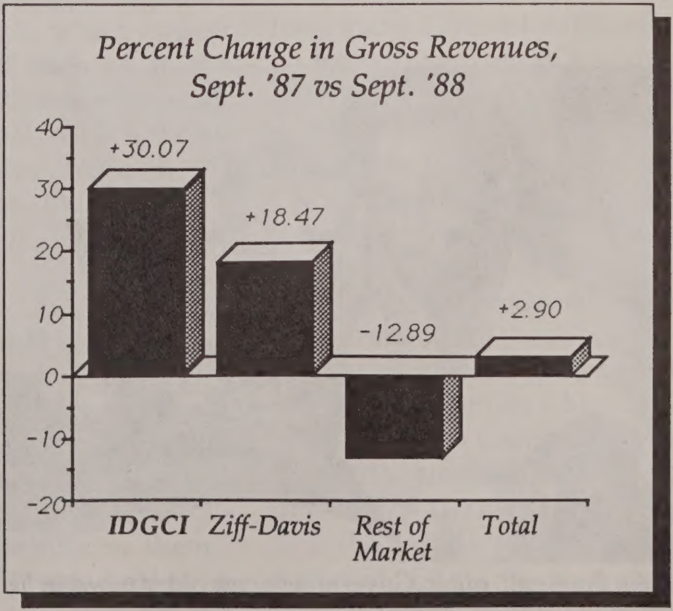
In pages of paid advertising, IDG gained four percentin September compared to the same month the previous year. The industry dropped 11 percent and rival publisher Ziff-Davis lost more than eight percent. The rest of the market took a heavy hit during this time, losing 22 percent.

In revenues, IDG also outstripped both the competition and the industry. The company's newspapers and magazines gained 30 percent over the month — ten times the computer publishing industry's rate of growth. Ziff-Davis grew just 18.7 percent, while the rest of the companies in the market lost 13 percent.

Leblois attributed the performance to IDG's continued growth to continuing improvement in two areas: editorial quality of the publications, and the ability of their sales and marketing staffs to successfully articulate the IDG advantage over its competitors. ❑

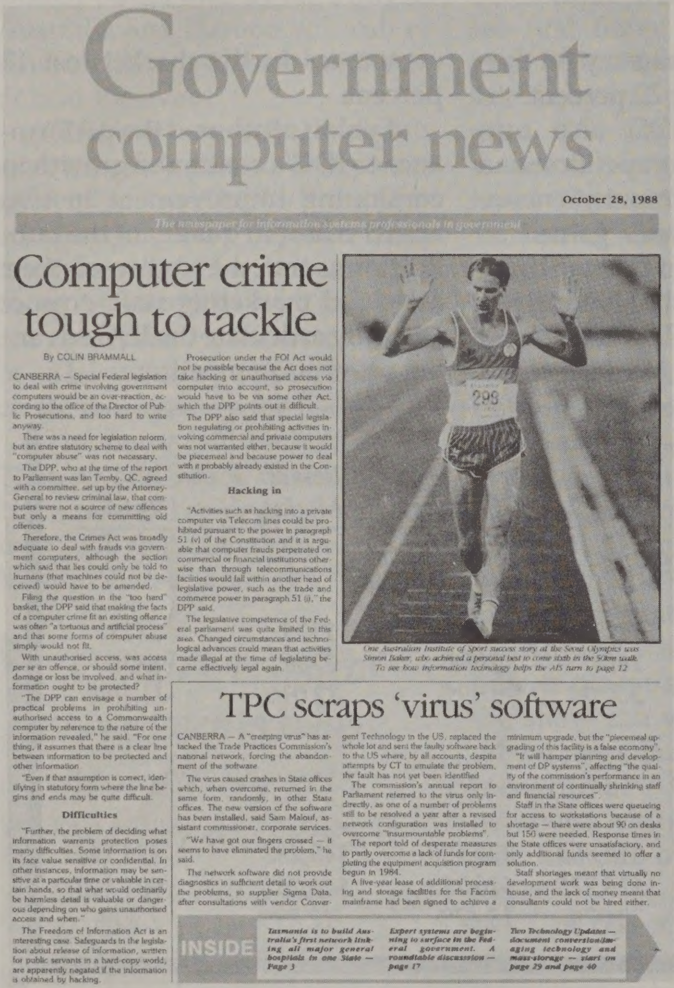
	IDGCI	*Ziff-Davis*	*Rest of Market*	*Total*
NUMBER OF PAGES				
Sept. '87	*1727*	*1913*	*2173*	*5813*
Sept. '88	*1664*	*2088*	*2786*	*6539*
% Change	*3.77%*	*-8.39%*	*-22.01%*	*-11.10%*
GROSS REVENUES				
Sept. '87	*$19,868*	*$24,108*	*$40,288*	*$84,174*
Sept. '88	*$15,275*	*$20,273*	*$46,252*	*$81,800*
% Change	*30.07%*	*18.47%*	*-12.89%*	*2.90%*


Percent Change in Number of Pages, Sept. '87 vs Sept. '88


Percent Change in Gross Revenues, Sept. '87 vs Sept. '88

AUSTRALIA

GOVERNMENT DATA CHIEFS' BOOK ON TOP DOWN UNDER



Government computer news

October 28, 1988

The newspaper for information systems professionals in government

Computer crime tough to tackle

By COLIN BRAMMALL

CANBERRA — Special Federal legislation to deal with crime involving government computers would be an over-reaction, according to the office of the Director of Public Prosecutions, and too hard to write anyway.

There was a need for legislation reform, but an entire statutory scheme to deal with "computer abuse" was not necessary.

The DPP, who at the time of the report to Parliament was Ian Temby, QC, agreed with a committee, set up by the Attorney-General to review criminal law, that computers were not a source of new offences but only a means for committing old offences.

Therefore, the Crimes Act was broadly adequate to deal with frauds via government computers, although the section which said that lies could only be told to humans (that machines could not be deceived) would have to be amended.

Filing the question in the "too hard" basket, the DPP said that making the facts of a computer crime fit an existing offence was often "a tortuous and artificial process" and that some forms of computer abuse simply would not fit.

With unauthorised access, was access per se an offence, or should some intent, damage or loss be involved, and what information ought to be protected?

"The DPP can envisage a number of practical problems in prohibiting unauthorised access to a Commonwealth computer by reference to the nature of the information revealed," he said. "For one thing, it assumes that there is a clear line between information to be protected and other information.

"Even if that assumption is correct, identifying in statutory form where the line begins and ends may be quite difficult.

Difficulties

"Further, the problem of deciding what information warrants protection poses many difficulties. Some information is on its face value sensitive or confidential. In other instances, information may be sensitive at a particular time or valuable in certain hands, so that what would ordinarily be harmless detail is valuable or dangerous depending on who gains unauthorised access and when."

The Freedom of Information Act is an interesting case. Safeguards in the legislation about release of information, written for public servants in a hard-copy world, are apparently negated if the information is obtained by hacking.

Prosecution under the FOI Act would not be possible because the Act does not take hacking or unauthorised access via computer into account, so prosecution would have to be via some other Act, which the DPP points out is difficult.

The DPP also said that special legislation regulating or prohibiting activities involving commercial and private computers was not warranted either, because it would be piecemeal and because power to deal with it probably already existed in the Constitution.

Hacking in

"Activities such as hacking into a private computer via Telecom lines could be prohibited pursuant to the power in paragraph 51 (v) of the Constitution and it is arguable that computer frauds perpetrated on commercial or financial institutions otherwise than through telecommunications facilities would fall within another head of legislative power, such as the trade and commerce power in paragraph 51 (i)," the DPP said.

The legislative competence of the Federal parliament was quite limited in this area. Changed circumstances and technological advances could mean that activities made illegal at the time of legislating became effectively legal again.

One Australian Institute of Sport success story at the Seoul Olympics was Simon Baker, who achieved a personal best to come sixth in the 50km walk. To see how information technology helps the AIS turn to page 12

TPC scraps 'virus' software

CANBERRA — A "creeping virus" has attacked the Trade Practices Commission's national network, forcing the abandonment of the software.

The virus caused crashes in State offices which, when overcome, returned in the same form, randomly, in other State offices. The new version of the software has been installed, said Sam Malouf, assistant commissioner, corporate services.

"We have got our fingers crossed — it seems to have eliminated the problem," he said.

The network software did not provide diagnostics in sufficient detail to work out the problems, so supplier Sigma Data, after consultations with vendor Convergent Technology in the US, replaced the whole lot and sent the faulty software back to the US where, by all accounts, despite attempts by CT to emulate the problem, the fault has not yet been identified.

The commission's annual report to Parliament referred to the virus only indirectly, as one of a number of problems still to be resolved a year after a revised network configuration was installed to overcome "insurmountable problems".

The report told of desperate measures to partly overcome a lack of funds for completing the equipment acquisition program begun in 1984.

A five-year lease of additional processing and storage facilities for the Facom mainframe had been signed to achieve a minimum upgrade, but the "piecemeal upgrading of this facility is a false ecomony".

"It will hamper planning and development of DP systems", affecting "the quality of the commission's performance in an environment of continually shrinking staff and financial resources".

Staff in the State offices were queueing for access to workstations because of a shortage — there were about 90 on desks but 150 were needed. Response times in the State offices were unsatisfactory, and only additional funds seemed to offer a solution.

Staff shortages meant that virtually no development work was being done in-house, and the lack of money meant that consultants could not be hired either.

INSIDE

Tasmania is to build Australia's first network linking all major general hospitals in one State — Page 3

Expert systems are beginning to surface in the Federal government. A roundtable discussion — page 17

Two Technology Updates — document conversion/imaging technology and mass-storage — start on page 29 and page 40

Colin Brammall, editor, Government computer news, *in his offices in Canberra, Australia.*

CANBERRA, Australia — This country's only publication for computer users in government, IDG's *Government computer news,* is off to a successful first year, judging by both its growth in pages and its impact on its community.

The October issue of the publication was its largest issue to date, posting 48 pages, according to Colin Brammall, editor, based here in the capital of Australia's federal government.

And the tabloid has enjoyed an unprecedent impact upon computer managers in government, commenting on several significant issues such as computer crime legislation and a unique federal program to increase investment by foreign computer companies.

"There is no competition," Brammall said. Goverment on both federal and state levels accounts for about 40 percent of the computer market in Australia, giving the new publication an exclusive hold on a large group of readers with similar concerns.

> *"...an unprecedent impact upon computer managers in government, commenting on several significant issues such as computer crime legislation and a unique federal program to increase investment by foreign computer companies."*

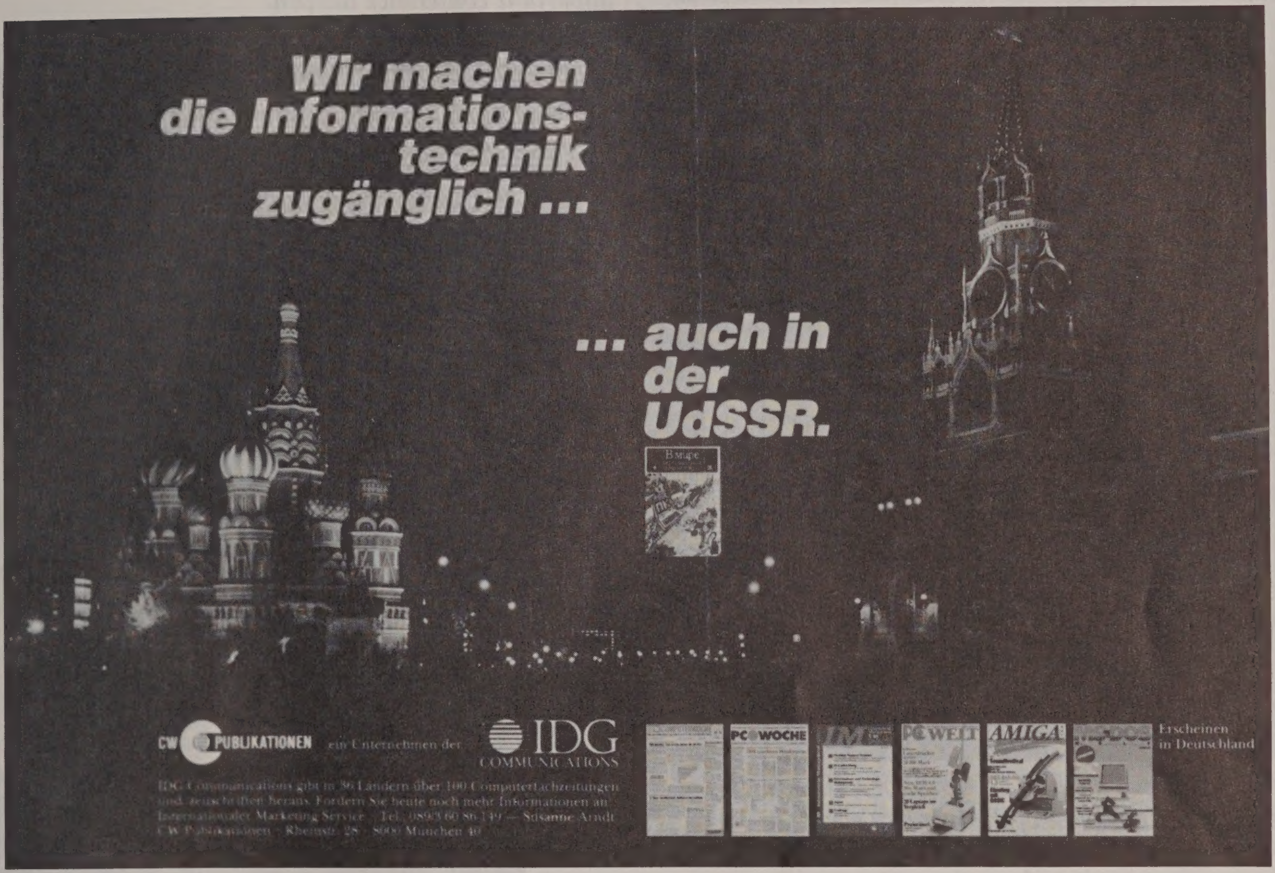
Modelled after *Federal Computer Week* in the U.S., the publication has been made a monthly insert into *Computerworld Australia,* the country's leading newsweekly for computer managers.

Its advertisers include companies such as SAS, Pyramid, Computerland Solutions, Keydata, NEC, Hyperdata, EMC and Hyundai.

Government computer news has been a major voice

Continued on page 7

NEW ADS HIGHLIGHT GLOBAL CONNECTIONS FOR IDG'S GERMAN PUBLISHING UNIT


Wir machen die Informations-technik zugänglich ...
... auch in der UdSSR.
В мире
PC WOCHE
PC WELT
AMIGA

CW PUBLIKATIONEN ein Unternehmen der IDG COMMUNICATIONS

IDG Communications gibt in 36 Ländern über 100 Computerfachzeitungen und -zeitschriften heraus. Fordern Sie heute noch mehr Informationen an: Internationaler Marketing Service · Tel. 089/3 60 86-149 — Susanne Arndt · CW Publikationen · Rheinstr. 28 · 8000 München 40

Erscheinen in Deutschland

MUNICH — Another business unit of IDG, the company's West German publishing operation, has jumped on board the IDG corporate advertising band wagon with a new series of ads.

The first ad appeared last month in *Warban und Varkaufen* (Advertising and Selling), a publication aimed at people in communications and marketing who decide where to spend vendors' advertising budgets.

Picturing the well-known onion-shaped domes of Moscow's Red Square, the ad copy says "We make information technology useful for everyone — even in the USSR," referring to the recent addition of *PC World USSR* to IDG's roster of publications.

The ad also carries the corporate logo and its slogan, which appear on the bottom of each ad in the campaign. Advertisers who want access to the global market, the ad says, should contact International Marketing Services, the company's clearinghouse for transnational advertising sales.

So far only US publications have placed ads linking themselves to IDG; the German group, IDG Communications Verlag AG, is the first non-US unit to do to.

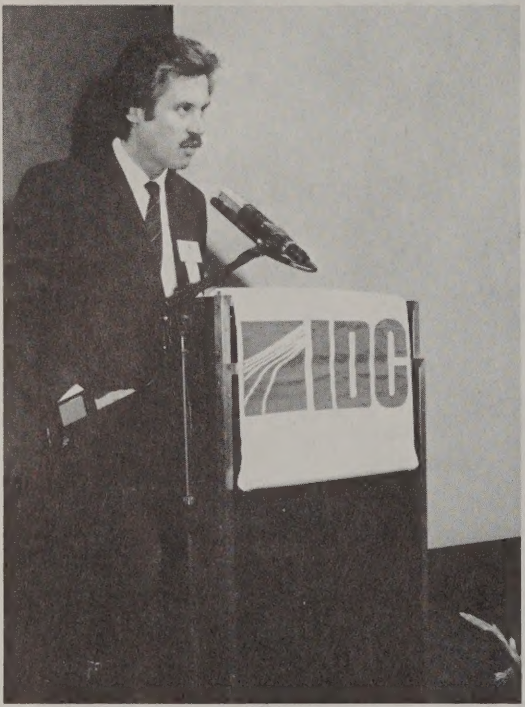
"People in agencies often do not understand the computer marketplace, so we had to educate them," explained Peter Kinast, marketing and advertising manager for the six-publication group.

"They had to know that we have many different publications, on everything from PCs to mainframes, and that we are part of a global company. The ad told them these things," he said. The global message, he said, is important in a market where many people use imported computers.

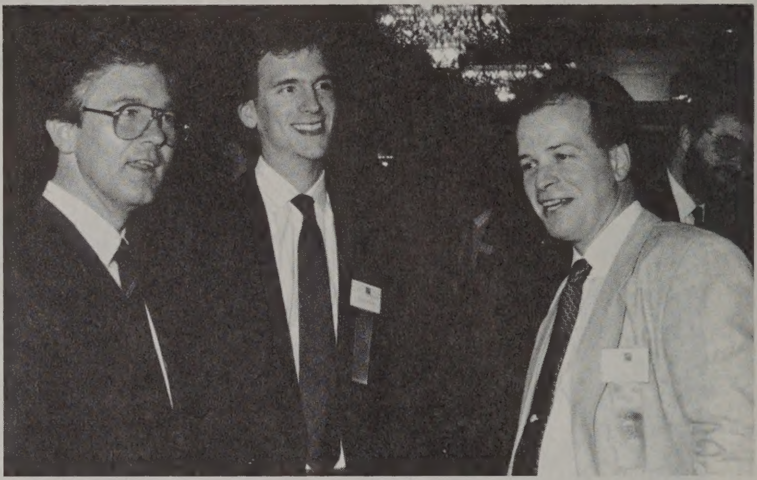
The group produced six different versions of the ad, each one reinforcing the global message by mentioning markets where IDG is active, such as China. They are planned to run in several publications in the German marketplace over the next several months, Kinast said. ☐

A SNAPSHOT VIEW OF THE IDC OPEN SYSTEMS CONFERENCE

MUNICH — The IDC Open Systems conference held here last month saw a wide range of IDC people from the U.S. and Europe convene. The purpose: to explore a wide range of issues relating to the interoperability of computer systems, all for the benefit of an audience including almost every significant vendor company in Europe and many from the U.S. Here are a few of the people who made this important conference happen:

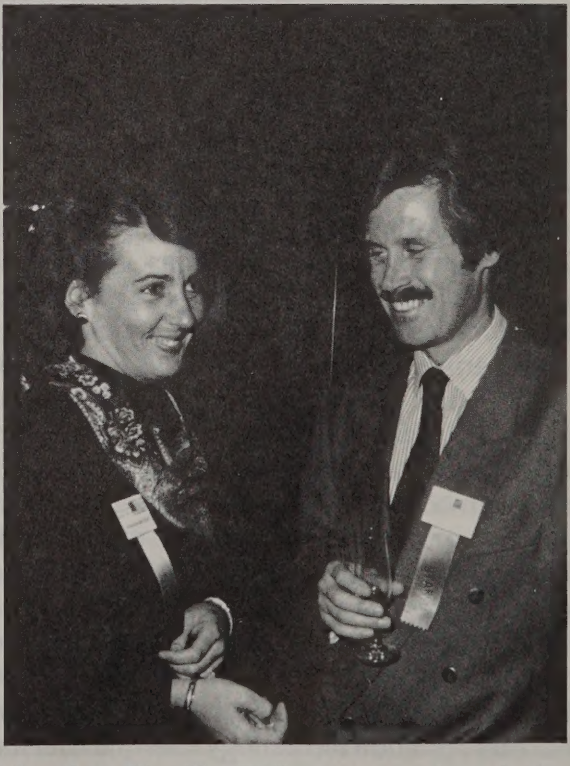


Manfred Frey, managing director, IDC Deutschland and host of the two-day event.



Tim Caffrey, IDC director of marketing services, center. From IDC Deutschland, Gunter Broking, right, and Stefan Schroth, left.

From left, Michel Motro, managing director, IDC France; Manfred Frey; and Lillian Shapiro, managing director, IDC UK.



MaryAnn Sinville, IDC manager of marketing services; and Manfred Frey.

From left, Schroth, David Moschella, senior vice president/ systems research; Caffrey; and Vicki Brown, director of systems research.

One of the well-attended special sessions of the conference. From left, Richard Schreiber, moderator of the session, IDC vice president/systems research; Bob Tasker, vice president/ software; several representatives of vendor companies including J.P. Will of the Santa Cruz Operation; Wolfgang Heisterberg, IBM; Marc Zavadil, Digital Equipment Corp.; Gert Haas, Sun Microsystems; Klaus Gewald, Siemans; and D. Taylor, ICL; and Vicki Brown, director of systems research.

COMDEX...

Continued from page 2

on itself. Everyone looks at what everyone else has.", said Richard Landry, editor

Maggie Macrae, editor of *Computerworld Australia,* and Roland Schmitt, editor-in-chief of *Le Monde Informatique,* aren't bringing their entire staff. But both see the show as one full of information about which their audience would want to learn.

"The team from down under is going to talk with vendors about what's coming up in the future," Macrae said." We're going to Comdex to see if U.S. vendors are keeping all their promises."

"Comdex is rich in tradition. We don't have the same kind of exhibition in France. It is the most important exhibition worldwide for the micro business," Schmitt said.

Computerworld executive editor Paul Gillin, among seven or eight staff members going to Comdex, will appear on a panel about IBM strategies. He agrees with Schmitt's assessment. "Comdex is the most important show for the PC community. It is an indicator of what technologies are going to drive the industry in the next year. It's a little bit of a window into the future." ☐

GCN...

Continued from page 4

in covering a new program of the Australian government called 'partnerships for development.' Aimed at developing the export computer industry in Australia, this program has signed deals with several major overseas vendors to start product research and development operations in Australia.

So far, companies taking part in the program include IBM, Honeywell-Bull, Apollo, Wang Laboratories, DEC, Sun, Apple and Unisys.

The program has engendered a good deal of controversy in the Australian information technology industry, particularly among smaller software companies who fear that it could lead to the defection of senior staff people to the new companies from overseas — a conflict the new IDG book has covered extensively. ☐

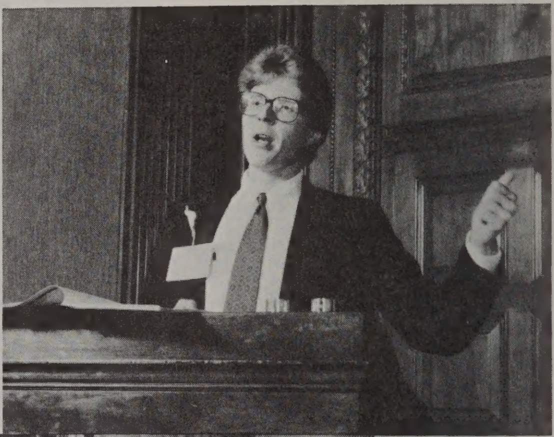
CW100 JUMP...

Continued from page 1

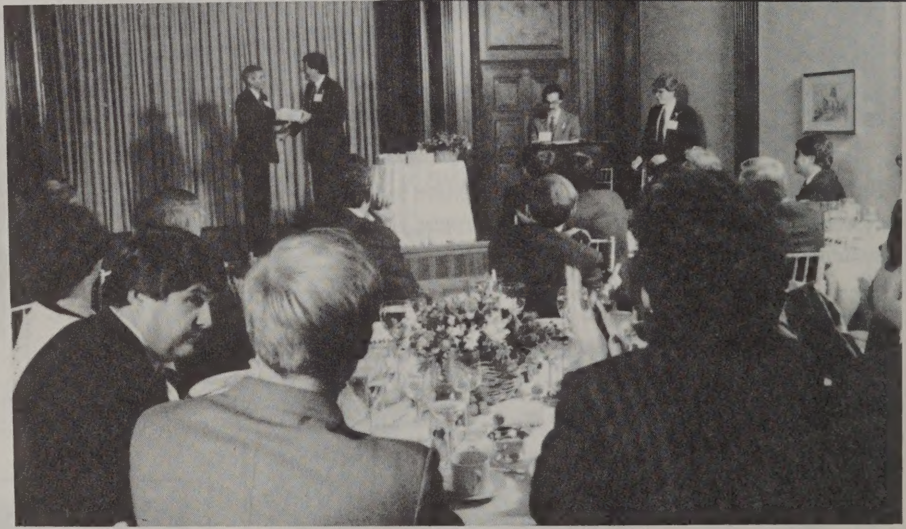
"This was a special event indeed because it brought together some of the most effective users of computers with some of the leading vendors, all in a very classy setting. Everyone was delighted," according to Val Landi, the publication's vice president and associate publisher.

The dinner capped off a year of intensive study to determine the companies which use information technology to help them become more profitable, productive and competitive. The study was the most complex and exhaustive of its kind ever undertaken.

> *"The winners of the Computerworld Premier 100 are true leaders who are making a critically valuable contribution to the future of mankind."*
> *— Patrick McGovern, IDG chairman.*



Paul Gillin, executive editor, Computerworld, *describing the criteria used to select the companies honored as the most productive users of information technology.*



Patrick McGovern, IDG chairman, in his opening statement recognized the companies of the Computerworld Premier 100 as "true leaders who are making a critically valuable contribution to the future of mankind."

McGovern challenged them to continue their advances and to set examples for others in each of their industries.

"If the United States is to regain a leadership position in education, the sciences and other important areas of human endeavor, we must follow your lead," he said. "We have a responsibility to our children, to our colleagues and to the citizens of the world. You have set a wonderful example which others will certainly use as a model. I congratulate you all, and wish you continued success in the future."

The newsweekly's editor-in-chief, Bill Laberis, and its executive editor Paul Gillin presented the awards to the top ten companies, including Northeast Utilities, Polaroid Corp., The Travelers Corp., Southwestern Bell Corp., Gillette Co., Bell Atlantic Corp., and MCI Communications Corp.

The ceremony ended with applause as Laberis congratulated the top finisher, Northeast Utilities' vice president Tod Dixon.

According to Dixon, competition produced the winning formula.

"The utilities business is moving from a protected regulatory industry to a highly competitive one, and the only way to survive is to use every piece of technology available."

Computerworld special projects editor Michael Sullivan-Trainor has already begun research for the 1989 *Computerworld Premier 100*, and a second awards event is planned. ☐

IDG EDITORS PEN FIRST BOOK ON INDUSTRY GIANT

CHICAGO —A new book on the number two computer company in the world, written by two *Computerworld* editors, hit the stands last month, having an immediate impact on the information technology industry.

The Ultimate Enterpreneur: The Story of Ken Olsen and Digital Equipment Corporation , published by Contemporary Books, was written over a 11 month period by George Harrar, features editor; and Glenn Rifkin, senior editor, both of whom have covered the company and its products intensively.

> *"This is the first time anyone has taken an in-depth look at the company which has shaped many of our basic notions about what an enterpreneurial technology company is."*
> *— George Harrar,* Computerworld *features editor.*

"This is the first time anyone has taken an in-depth look at the company which has shaped many of our basic notions about what an enterpreneurial technology company is," according to Harrar.

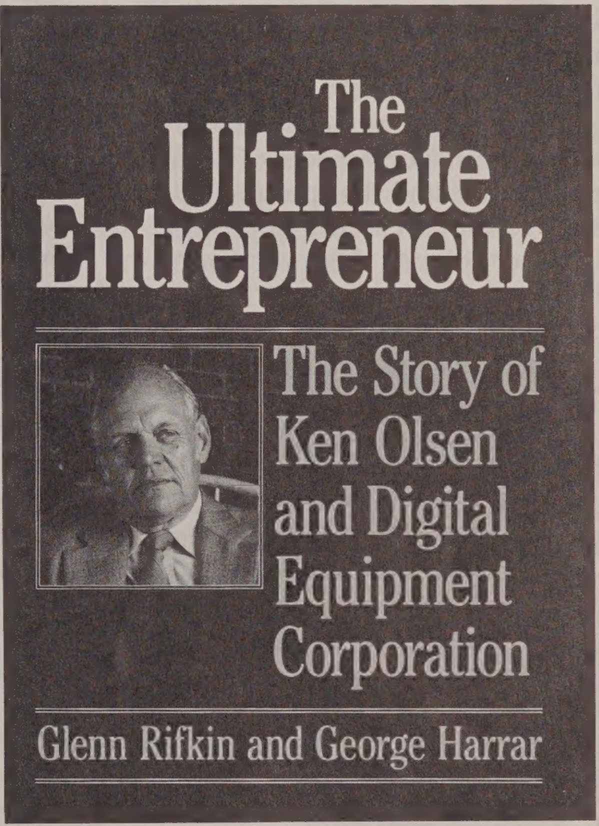
In the days since the book has appeared, scores of people in the industry have seized on it for insights on the company which has exerted a profound effect on information technology, and whose decisions affect so many of their own companies.

It has been excerpted in *Computerworld*, serialized in the *Boston Globe* and reviewed by *USA Today* as the 'Chronicle of a Legendary Manager.'

The book is divided into sections on Olsen, the MIT engineer who built and company and has remained at its helm for 31 years; the company itself and on management lessons one may glean from DEC's successes — and its failures.

Written independently of the authors' work at their newspaper, *The Ultimate Enterpreneur* was not favored by Olsen. He enjoined DEC employees against cooperating and even against buying the book.

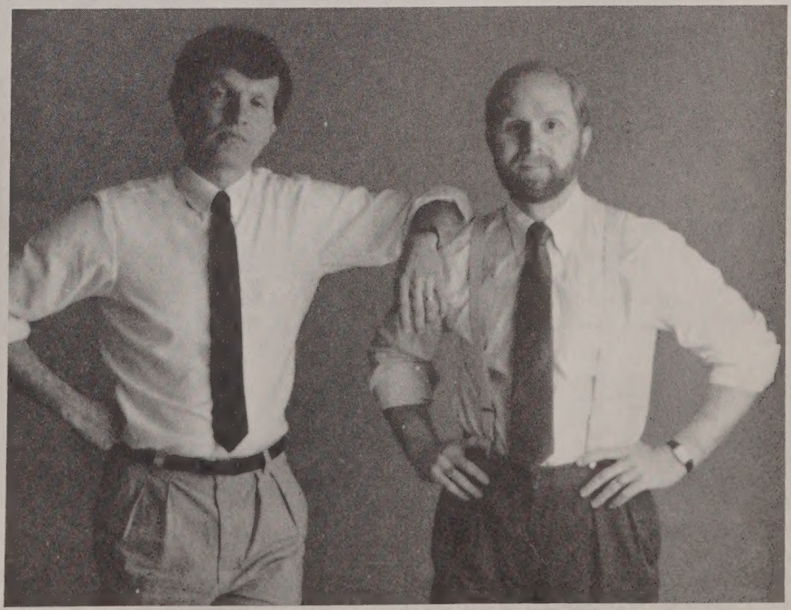
But he did acknowledged its impact. In a conference days after an excerpt in the *Boston Globe* revealed DEC-AT&T merger talks years ago, he pointed out that merging was not discussed. He then said he had not read the book. ❑



The Ultimate Entrepreneur

The Story of Ken Olsen and Digital Equipment Corporation

Glenn Rifkin and George Harrar



The authors of The Ultimate Entrepreneur, *George Harrar and Glenn Rifkin, respectively features editor and senior editor,* Computerworld.

MANAGERS MUST ACT TO PREVENT CRIME, IDC REPORT ADVISES

FRAMINGHAM, Mass. — Preventing computer crime requires an active information protection strategy from managers, according to the author of a new IDC report, *Computer Crime: The White-Collar Crime of the '80s and '90s*.

"Management must understand the major aspects of computer crime and the specific decisions to support security practices in order to curb this problem of increasing dimensions," said Steve Josselyn, program manager of IDC's Systems and Peripherals Technology Service.

The report, he said, marks the first time any analyst of the computer crime phenomenon has pulled together the large body of research and perspectives on the topic into one document.

It is needed, he said, because an emerging body of law and regulation increasingly holds senior management liable for protecting corporate information and, thus, computer crime.

Preventing computer crime requires a tough set of managerial trade-offs and decisions, he said.

For example, computer security schemes can frequently slow down an installation's work. A manager must decide how much is too much, and should evaluate employees not only according to their productivity but by how effectively they protect their work.

Managers must also decide how to coordinate different levels of security. They must find ways to link physical security, software protection, control over access, hardware security and communication controls.

Josselyn suggests corporations compile a security impact statement to help anticipate or avoid computer crime in their installations, and to inform management about anticipated security problems. ☐

IDG WORLD UPDATE

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Nuts & Bolts

The Argentina offices of IDG Communications, Buenos Aires, can now be reached by telefax at number 541-46-0923.

☐ ☐ ☐

IDG World Update has a new editor. Please send all company news, announcements of business activities, new employees and anniversaries of old ones to Deborah Butler of the chairman's office, 508-875-5000, extension 812; telefax 508-875-5891. *Update* thanks its readers for their continuing support.

Corrections

A layout error transposed two photos in last week's edition of *IDG World Update*. The photo on the right of page seven pictured Steve Moore, *Network World* features editor, and Russ Meyer of American Express; the photo on the left pictured John Gallant, the publication's editor, and H. William Howard of Bechtel.

Anniversaries

FIVE YEARS

Deborah Branscum - PC World Communications

FOUR YEARS

Karen K. Kugel - IDC

THREE YEARS

Anne M. Bernstein - IDC
Jeff Edman - PC World Communications

TWO YEARS

Kathryn Korostoff - IDC
Edward McNulty - IDC
Edith Holmes Snyder - FCW Publishing
William Rodarmor - PC World Communications

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 37
NOVEMBER 23, 1988

Comdex Party

IDG ROCKS

All of IDG's international visitors put away the notebooks and business cards on Monday night, in Las Vegas and rocked for hours to vintage rock 'n roll.

IDG's Autumn Comdex Party, organized by Cudaback Strategic Communications was, according to all, a resounding success. The conceptualization and preparation which began immediately after last year's successful event ensured an even greater success for the 1988 party.

One of the major benefits of the party is the ability to increase visibility of the company as a whole. It has become the one opportunity to create global synergy for IDG and to showcase all publications.

According to Michela O'Conner, "It is the one time of year that as a complete force we

Continued on page 6

Inside :

Photos of the Comdex Party

See pages 2 and 3

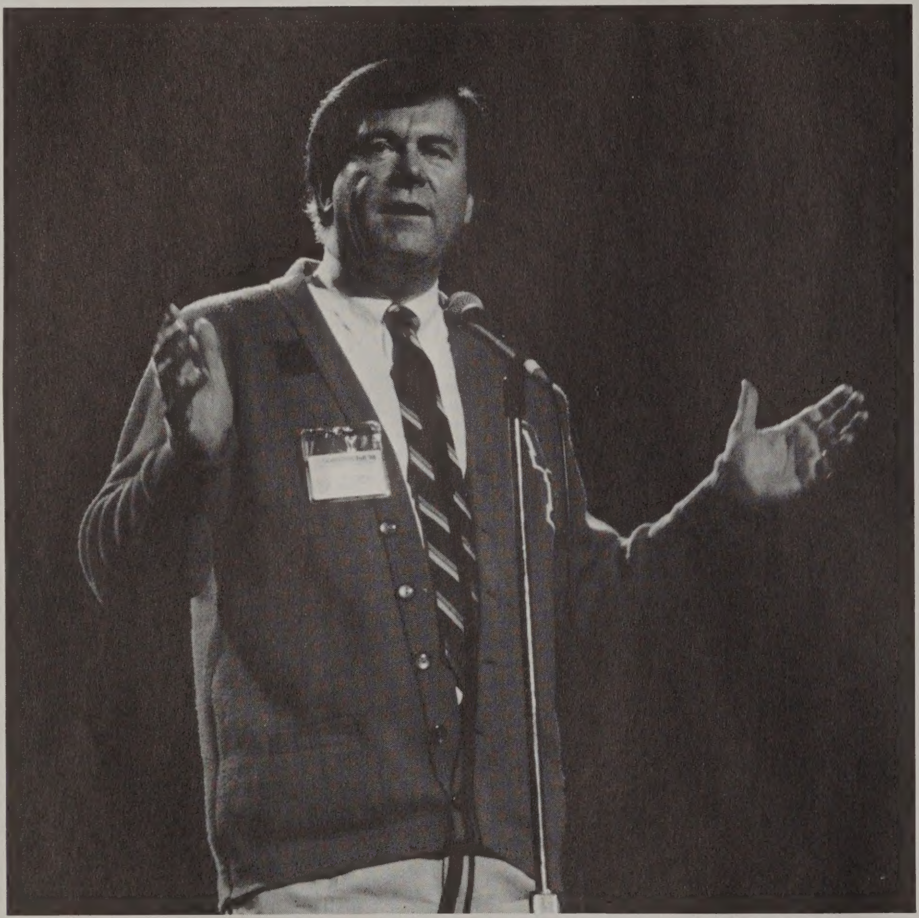
'88 FALL COMDEX . . . RECORD BREAKING SHOW!!

IDG
IDG
intel
intel
NetWare X.25 Products

It was a strange introduction to America and more than a bit overwhelming. Sophie Huet, a reporter for *Le Monde Informatique*, was struggling with a nine-hour time change during her first visit to the

Continued on page 4

THE COMDEX PARTY



Patrick J. McGovern introducing Otis Day

COMMENTS

"At a party thrown by magazine publisher IDG, 10,000 people jammed a sports stadium to drink, eat, and dance wildly to Otis Day and the Nights, Mitch Ryder, and Cat and the Bytes."

–Kathy Rebello
USA TODAY

* * *

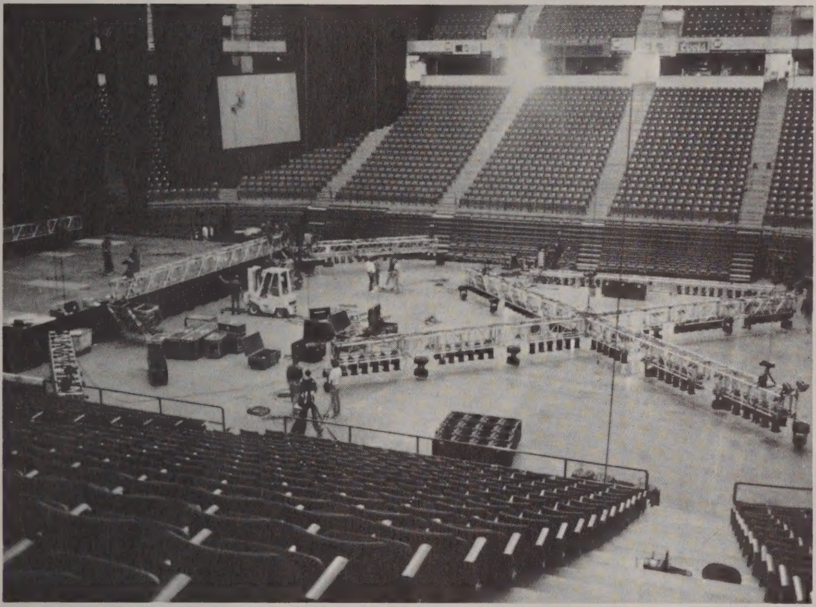
"Optimism drives computer convention"
–USA TODAY

* * *

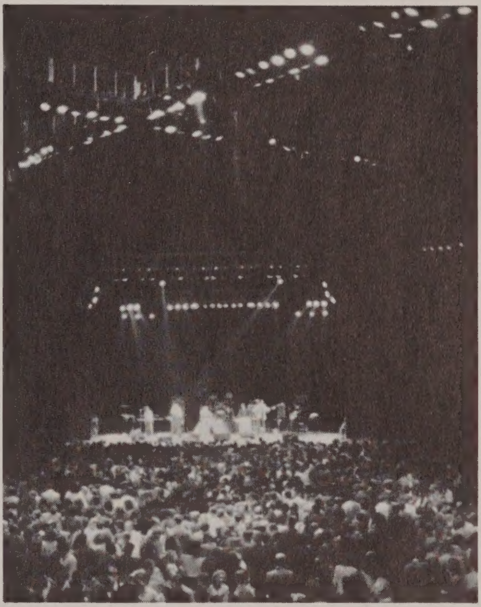
Otis Day of the "Nights"

Left to right: Kevin McPherson–CW, Kathy Dinneen–IDG/CI, Fritz Landman–CW, Tom Boris–FCW, Linda Holbrook–IDC, Bill Cooper–FCW

"LET'S GO GLOBAL"



Pre-show production took 37 hours



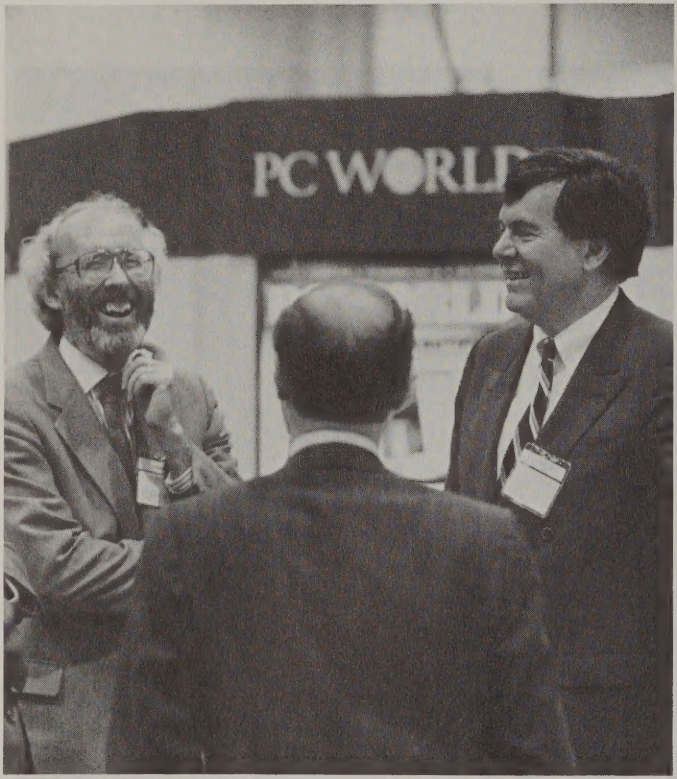
...but well worth the time

IDG's international visitors put away the notebooks and busiess cards on Monday noght and rocked for hours to vintage rock 'n' roll.

Layout and photos by Chuck Ladoucer

COMDEX...

Continued from page 1



IDG COMMUNICATIONS
IDG COMMUNICATIONS

United States. That might have been fine if it had not been for the fact that her first stop was Las Vegas and her assignment was to cover the biggest Comdex ever.

"I'd heard about Las Vegas, but I couldn't imagine it," Huet said. "It's as if American madness took the form of a City."

With roughly 1,400 exhibitors and more than 100,000 attendees, Comdex took on a pulsating life of its own and though it was more than a challenge for U.S.-based IDG reporters, it was especially tough for the international scribes who journeyed from as far as Australia, Denmark and France to attend.

"My biggest impression is the enormous size of the show," Huet said. "It's just too big to get a handle on, to get your arms around." Huet acknowledged that the show was better organized that the French trade shows, especially for roving reporters.

"Press kits in France don't tell you which are new products and which are old. It's just a melting pot. Here, the press kits are well done and you can immediately find what's new."

> *"I'd heard about Las Vegas, but I couldn't imagine it, It's as if American madness took the form of a City."*
> *–Sophie Huet*
> *Le Monde Informatique*

Huet was among dozens of international IDG visitors to Comdex this year and the impressions varied with the tasks at hand. For the publishers and sales managers like Dick Yamashita of IDG Japan and Jean-Louis Redon, IDG's regional manager for Southern Europe, the show provided a chance

Continued on page 8

INTERNATIONAL EDITORS CONVENE IN CALIFORNIA

Editor's from around the world met in Redondo Beach, California to discuss issues of interest and critical importance at the 8th annual IDGCI Worldwide Editorial Meeting November 11th and 12th.

The meeting was organized by David Hill and Kathie Gow of the International News Group with the help of a steering committee that consisted of Marion Kibbee, Bart Rhoades, Sharon Frederick, Corey Sandler, and Edie Holmes. It opened with an in-depth overview of operations from Axel Leblois. In his remarks, Leblois took the international editorial team through the financial results market by market, with particular emphasis on areas of heightened competition and enhanced potential. Leblois emphasized the current turn-around of all U.S. publications which have gained market share more than their competition.

"We are entering a tremendously exciting era for the global information technology industry," Leblois said, "... and we are the company positioned to serve this industry around the world as it grows. Our significant success in key U.S. markets will help us elsewhere."

As he outlined the company's market-by-market performance for the editors, Leblois focused on a comparative analysis of IDG with its major competitors around the world. With operations in thirty-eight countries, for a total of 108 magazines and newspapers there is clearly no other company in a position to compete on an international level, Leblois said.

"We are in a most enviable position internationally," Leblois emphasized as he concluded his opening remarks. "We know how the industry will develop in the next three-to-five years; its growth will be steady in the U.S., higher in Western Europe and begin an ascent in Asia and the Eastern Europe. We are perfectly positioned to support this growth, serve our growing global audience of readers and capitalize on our unique position, as the leading publishing group dedicated to serving information technology."

Kathie Gow, Editorial Director of the IDG News Service, underscored to the editors the value of the news service as a competitive advantage.

"None of us are in a position to cover the industry thoroughly from an international perspective," she said. "That is one way the IDG News Service can help you, by giving you timely news and analyses from parts of the world that affect your readers."

Gow went on to explain improved services and features offered by the News Service and pointed out the improvement in level of contributions by IDG editors worldwide.

In remarks about the value of clear association with IDG as a strategic asset for each publication, Glenda Cudaback, President of Cudaback Strategic Communications, a newly formed IDG affiliate company, reiterated Gow's recommendations to the editors that they clearly source copy from the IDG News Service.

"As we enhance IDG's leadership position around the world, you will benefit significantly from success by association with the company," Cudaback said.

"Each of you enjoy an important and independent stance in your market which you correctly do not want to compromise.
But, you will want your readers and clients to know you are part of the leading global group as the industry you cover becomes the largest in the world. Clear and consistent identification of your coverage with the IDG News Service will give you subliminal but significant association with the company without getting in the way of your independent market stance."

The editors closed the morning session with a lively and wide-ranging discussion on editorial ethics. The major focus of the panel discussion revolved around two issues: the involvement of editors in long-range and financial planning, and pressure exerted by the publishing and sales staff upon editors.

There was a clear consensus among the group to become more integrally involved in the planning processes, and a clear feeling that the operations of their companies will benefit greatly from earlier and more consistent involvement of editorial managers in these areas.

Other topics of discussion during this portion of the meeting included editorial cost per page and advertising/editorial ratios, as measure of success and the issue of who controls the final decision about what will and will not run editorially in IDG publications.

There was a call for management to set-up the company editorial chart, and an ensuing promise from Leblois to take-up this matter with IDG Communications Managers.

Following the opening session, the group met in policy and planning break-out sessions which focused on a variety of subjects.

Continued on page 10

IDG WORLD UPDATE APPOINTS NEW EDITOR

Deborah Butler has recently been appointed Editor of the *IDG World Update.* Deborah joins IDG from Cullinet, where she was responsible for editing nationwide course handbooks and creating all artwork and graphic designs for technical writers. Prior to her employment at Cullinet, Debi was employed by Bain & Company, a management consulting firm, where she assisted consultants in editing presentations, researching data, and creating graphic art work.

Deborah is originally from Colorado and has relocated to Boston, where she received her Bachelor's Degree from Northeastern University.

Effective immediately, please send all correspondence, i.e., news stories, comments or suggestions, to Deborah Butler at IDG, 5 Speen Street, Framingham, Massachusetts, or via electronic mail at IDG.D/Butler or IDG.Update. ❑

"ACTION ORIENTED . . . LET'S TRY IT"

As most all IDG employees know, the tenth corporate value of IDG is "Action Oriented — Let's Try It". The employees of CW Communications S.A. (France) have put this Corporate Value into action.

As Nikki Manning reports, employees of the French postal service, a government run administration, commenced a strike on October 17th, 1988. Lorry drivers and employees of the sorting offices went on strike to demand significant pay raises.

This strike virtually left Computerworld Communications S.A. no way to distribute their publications, *LeMonde Informatique, InfoPC, Distributique, and Telecoms International.* The strike has had dire consequences for *Le Monde Informatique,* the weekly magazine. Readers are mostly subscribers and did not receive a copy of their magazine for over three weeks.

The most alarming problem however, involved the classifieds ads. "The classified department suffered the most cancellations due to the large number of recruitment agencies who no longer wish to place classified ads which will lose all impact due to excessive delays," reported Nikki Manning.

Mr. Jean Paitel, Circulation Director, was drastically hit by the strike and announced that the strike was catastrophic for his department. "A mailing list sent out approximately eight days before the strike to attract new subscribers was a complete disaster," he said, "but we decided to take action and attack the problem in the most logical manner possible."

Mr. Paitel arranged for all magazines to be delivered by lorries to all post offices in the Paris region. Post office distributors who were not involved in the strike distributed from there.

Mr. Paitel organized every member of the CWC France personnel to distribute *Le Monde Informatique* to their particular areas of Paris. This amounted to a total of 14,000 magazines delivered by hand!!

On Tuesday, November 15th, an official announcement was released that the strike was to soon come to an end. Several post offices in provincial towns are still on strike but should follow suit soon.

As a result of this creative ingenuity, more than two-thirds of the circulation is being distributed, thus keeping clients and advertisers happy during these difficult circumstances. ❑

IDG PARTY...

Continued from page 1

say who we are, and it is truly an eye opener for those who are unfamiliar with the global network of IDG.

There were approximately 8,500 people in attendance at IDG's Comdex Party with 120,000 attendees for five-day Comdex show.

Comments have been nothing but favorable, people who attended both last year's and this year's party agreed that this year's allowed greater mobility and freedom to conduct business.

According to Gary Beach, President of Network World Publishing, "The party did a great job of enhancing IDG's customers opinions of the company, and sent home the message that IDG is a good company in which to do business.

For Network World, the party proved to be a major success, for example, one company that had been pitched to for a year approached a *Network World* sales representative on the floor of the party and announced that they had decided to close a $100,000 deal with him.

"This event provided tremendous value for the investment....no publication spent more than $40,000," according to Glenda Cudaback, President of Cudaback Strategic Communications. An IDG video was created to run simultaneously with images of the entertainment as well as the publications, and it was virtually impossible for anyone to walk away without understanding the importance of IDG's global operation. As Dick Yamashita pointed out, "Now that was a party!" ❑

NEW MAGAZINE UNVEILED

LAS VEGAS — A new glossy magazine on successful integration strategies for corporate information systems managers will be unveiled at the beginning of the new year, its publisher, Val Landi, announced Monday at Comdex/Fall.

According to Landi, the magazine, *Computerworld Focus on Integration*, will provide direction for executives who link large computer installations so they can take charge of their companies' information strategy.

The magazine will cover issues of critical importance to these key MIS executives, such as connectivity standards and software, network integration and management, multivendor connectivity, and enterprise systems.

"With this publication, we have seized the hottest issue in the industry today — the emergence of corporate information systems as a strategic tool!", an enthusiastic Landi went on to say. "Decision-makers need to grapple with an array of new issues, and we plan to help them do it!"

Computerwold Focus on Integration will appear six times next year and be delivered with *Computerworld*, the newsweekly for computer management professionals.

> *"In the world of integration, nothing happens in a vacuum."*
> *–Ann Dooley*
> *Editor-in-Chief,*
> *Computerworld Focus on Integration*

In its editorial coverage of corporate information systems, *Computerworld Focus on Integration* will carry a broad variety of material, such as case studies in successful integration strategies, features on the integration implications of important technologies, easy-to-read analyses items on the MIS world, and thought-provoking columns on topical issues.

"We will focus on strategies rather than specific products," according to Ann Dooley, Editor-in-Chief for the new magazine. "In the world of integration, nothing happens in a vacuum. We will take a broad view of what people are doing today, and project it into the future."

The 1989 editorial calendar for *Computerworld Focus on Integration* is tailored to a series of important trade shows and conferences, with bonus distribution of issues at Communication Networks, Uniforum, Comdex/Spring, PC Expo, Networld, TCA, Macworld, Info, and Comdex/Fall. ❑

ANNOUNCING IDC'S ANNUAL DATA PROCESSING CONFERENCE

The IDC Annual Conferences for Corporate Data Processing Executives has been announced. The first conference is to take place in New York on January 18, 1989. The following week's location will be in Chicago on January 24th, and on the 26th the conference will be held in Los Angeles.

The conferences will consist of an in-depth, decision-oriented guidance on the major issues facing data processing executives.

Each presentation at this executive-level conference will include specific analyses and recommendations for data processing management and planning for the next 36 months. There will be an opportunity for questions and answers.

Bob Tasker, IDC's VP of the Software Research Group and IBM Advisory Services, will speak on the complexity of integrating operating systems, how large processor operating systems are undergoing restructuring, and how relational techology is moving to a position of prominence while distributed processing is deemed premature.

To finish the morning session of the conference David Vellante, Director Peripherals Research, and Curt Beaumont, Director Systems & Peripherals Technology Service, will speak. Vellante will address IBM's newest data storage architectures for the system 370, while Beaumont will discuss the most effective strategies for dealing with the selection of mid-range to high-end processors.

The afternoon session will cover Strategies for Microcomputing by Aaron Goldberg, V.P. Workstation Research Group; followed by Strategies for Software Engineering, with Ken McPherson, Director Software Services. The day will end with a discussion on Mid-Range Strategic Directions, hosted by Terry Shannon, Director DEC Advisory Service.❑

COMDEX...

Continued from page 4

to mingle with an international crowd and an opportunity to bring valued advertisers to the U.S. to expand their advertising base into new territory.

Redon lead a group of 200 advertisers in *Computerworld France* (Le Monde Informatique) to the city that never sleeps. The group stayed at Caesar's Palace and attended IDG's spectacular rock and roll party at the Thomas and Mack Center on the campus of UNLV.

> *"The computer business is becoming integrated in a global sense and that's good for IDG, because we can do so much for the industry."*
> *– Dick Yamashita*
> *IDG Japan*

"Our goal is to give these people a chance to do business in the U.S. as well as in other countries," said Redon. "Here they can meet not only Americans, but publishers from many countries. It gives the impression that we are a big international company that provides a family feeling."

Redon points out that an added benefit is that his clients rarely get to meet each other and compare notes but at Comdex, they can do just that. "It's a cross-fertilization of business," he said. "And when you spend a full week with your clients doing business, having dinner, going to parties, it creates a very different relationship. You feel much closer."

Yamashita echoed many of Redon's feelings. A veteran of many U.S. trade shows, this was Yamashita's first visit to Comdex. His impression: Comdex has become a real international show and Japan is a major participant now. "The computer business is becoming integrated in a global sense and that's good for IDG, because we can do so much for the industry."

Among Yamashita's goals in attending Comdex was to "...find out what all this means in the long term, how are all these products going to come together to help the user." He was also able to get a chance to see trends and technology that will make and impact on Japan in the future.

Unlike Redon, Yamashita didn't bring clients to Comdex this year. "We were too busy launching two new publications—*Publish! Japan* and *Infoworld Japan*," he said.

Francisco (Paco) Zabala, Managing Director of *Computerworld Spain* (check info) agreed that Comdex was good for contacts with American clients eager to do business in Spain's burgeoning computer industry. But Zabala was a bit overwhelmed by Las Vegas. "I'm staying two days; that's enough," he said smiling.

Jens Michael Damm, editor-in-chief of Computerworld Denmark, is a Comdex veteran and even he was in awe of this year's show. "It's too big," he stated. And he points out that Comdex didn't seem to be as user-oriented as most European shows.

For first-timers like Huet, Comdex is an experience likely never to be forgotten. She took three months of lessons to brush up on her high school English and then mustered up the energy to find the trends and strategies that her French readers are seeking about American companies. They know, she points out, that what is happening here now will be happening in France in two years. "My goal is to get a preview," she said. ❑

People

ROUSSEAU PROMOTED TO SALES DIRECTOR

On October 28, Thomas Rousseau was named National Sales Director for *PC Resource* magazine, a publication of IDG Communications/Peterborough.

Rousseau's new responsibilities as National Sales Director include strategic sales planning and the management of a ten-person sales team located throughout the U.S.

Prior to Rousseau's appointment, he was publisher of the Processor, and launched the newsstand edition of *PC Life* for Peed Publishing in Lincoln, Nebraska. Before joining the *PC Resource* staff, his work experience included sales management for *Datamation* and *Plant Engineering* magazine.

IDC CHINA CELEBRATES OCTOBER WEDDING

Donna Wong, an accountant who has been with IDC China since 1985, celebrated a joyous wedding on October 1st, 1988. All members of IDC China attended the occasion with warmest wishes for the bride and groom. Donna, a conscientious and dedicated staff member, returned to work after a "honey-week" to prepare the monthly financial reports for both IDC China and IDC Asia. ❑

IDG
WORLD
UPDATE

People
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Have you recently...

_____ won an award?

_____ made a speech?

_____ completed a course?

_____ been appointed or proimoted to a new position?

_____ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update

____

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NAME_______________
COMPANY_______________

DEPARTMENT_______________
PHONE/EXT._______________

ENGAGEMENTS/MARRIAGES:

NAME_______________
DEPT./TITLE_______________
SPOUSE'S NAME_______________
DATE_______________
PLACE OF MARRIAGE_______________
HONEYMOON?_______________

BIRTHS:

NAME_______________
DEPT./TITLE_______________
SPOUSE'S NAME_______________
BABY'S NAME_______________
DATE OF BIRTH_______________
WEIGHT, LENGTH, OF BABY_______________

Corrections

On page three of the November 8th issue there was an error in the Market Share charts. The dates were transposed and did not reflect the correct information. The '88 column should have appeared before the '87 column in all instances.

On the October 25th issue of Update in the Anniversaries section, Donna Pomponi was listed as celebrating four years. Donna started at CW Publishing on January 3, 1980, and will be celebrating nine years.

IDG
WORLD
UPDATE

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Picks & Pans

Hilltop Builders - Thinking of adding a room? Plan now for '89. We are liscensed and insured, we offer free estimates and are suited to fit our customers needs. Please contact us at (508)-877-3272.

C.G.S. Masonry - Quality Workmanship — brick, block and stone. Specialize in fireplace and chimney construction. No job too small. Liscensed Builders. Free estimates. Please call (508)-877-1474.

Roomate Wanted - Two bedrooms available January 1st, 1989, in lovely, spacious tow-family home. Apartment takes up second and third floors and includes: large kitchen, living room, three bedrooms, two baths, study, ample storage space, large basement, and driveway parking. The rent is $333/month each, plus utilities and a $350.00 security deposit. Located on Warren St. in Arlington. Please call (617)-646-7041.

INTERNATIONAL EDITORS CONVENE...

Continued from page 5

There was a clear consensus as the meeting concluded that this had been a valuable forum for both ideas and discussion, and an absolute agreement that the involvement of Leblois and McGovern in the meeting was invaluable.

"The formal sessions were great," said Hill, "but just as important were the informal contacts among editors. They shared problems, shared ideas and shared solutions. And of course the participation of Axel and Pat was crucial. Their participation sent the clear message to editors that top management really is interested in editorial quality." ❑

Anniversaries

ELEVEN YEARS
Dennis Brisson - IDG Communications/Peterborough

TEN YEARS
Deborah Depeyster - IDG Communications/Peterborough
Rita B. Rivard - IDG Communications/Peterborough

SIX YEARS
Harold R. Bjornsen - IDG Communications/Peterborough
Craig Pierce - IDG Communications
James Warmack - LINK

FIVE YEARS
Tema A. Goodwin - PC World Communications

FOUR YEARS
Maureen E. Carter - CW Publishing
Peter Montross - IDG Communications/Peterborough

THREE YEARS
Jerry Borrell - PC World Communications

TWO YEARS
Adel Labib - IDC
Barbara Tannenbaum - PC World Communications
Joseph J. Widman - PC World Communications
Joanne McQuaid - CW Publishing

December

IDG
WORLD
UPDATE
VOLUME 18, NUMBER 38
DECEMBER 5, 1988

IN THIS ISSUE

- ☐ UNIX SYSTEMS MARKET TO GROW 25%
- ☐ TEN YEAR ANNIVERSARIES
- ☐ IDG COMMUNICATIONS APPOINTS OLIVER SMITH & PARTNERS
- ☐ NEW MACWORLD EXPO NEWSETTER
- ☐ FRENCH PUBLICATIONS APPOINT NEW STAFF MEMBERS

NEXT WEEK

- ☐ IDG MANAGEMENT ANNOUNCES WINNERS
- ☐ PORTABLE COMPUTING, IN 1989

MACWORLD'S CIRCULATION CLIMBS TO 325,000

SAN FRANCISCO—*Macworld* has announced that its total qualified circulation continues to rise, maintaining a wide lead over all other Macintosh-specific publications. February 1989's issue will find *Macworld's* rate base rising to an average of 325,000 readers per issue.

"*Macworld* has always been the #1 choice for powerful users who are committed to the Macintosh," said Jim Martin, president and publisher. "Since January 1984," he continued, "we have provided the most in-depth, technically-proficient Macintosh product coverage and expert industry analysis available."

The new rate base reflects an 18% increase over last year's at this time. "We keep gaining readers," said Jerry Borrell, editor-in-chief, "because we stay abreast of the industry and publish the product-oriented editorial that today's seri-

Continued on page 5

Macworld Circulation.
Your Most Leads,
Your Best Leads.

IDG COMMUNICATIONS APPOINTS OLIVER SMITH & PARTNERS

IDG Communications, the world's largest publisher of computer and high technology publications has moved its UK representation into the offices of Oliver Smith & Partners. The account is currently worth over $2.5 million, and the worldwide billing for the year will exceed $400 million.

The two partners in Oliver Smith & Partners are David Oliver and Colin Smith.

David Oliver, until recently, was the International Sales Director for *The Guardian* newspaper. During Oliver's four years in this role he established an effective representative network and increased sales by over 300%. Prior to this, Oliver was new business manager for the world's largest international media consultancy (MJP). This followed a six-year stint in London and New York with the international publishing division of Dun & Bradstreet.

Colin Smith was the international marketing director for McGraw-Hill's Data Communications before founding Oliver Smith & Partners. He was solely responsible for international sales on the publication and achieved a 500% increase within one year of joining. Prior to this, Smith was sales director for the international group of the publishing division of Dun & Bradstreet (including Datamation) with worldwide sales responsibility. There are few other people in the business with Smith's specialist knowledge of international trade and technical publishing.

Commenting on the IDG win, Colin Smith said, "We believe that the IDG package has been consistently undersold in the United Kingdom. There is simply no other company providing such a comprehensive publications package to the information industry. The potential for growth for IDG is immense, and we greatly look forward to working with them."

Understanding the future benefit provided by O.S.&P, Martin Durham, vice president IDG Communications, Northern Europe, said, "Oliver Smith & Partners is an exciting start-up, and we are looking forward to a significant increase in our business from the UK into our overseas titles." ❑

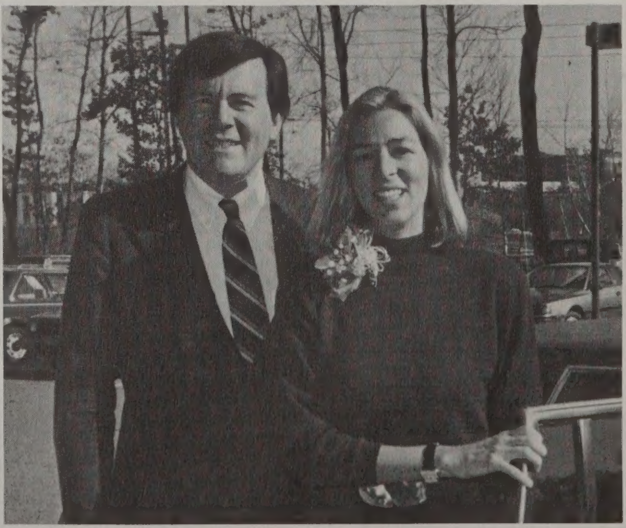
RECENT TEN YEAR ANNIVERSARIES

Karen Elliot began her employment with Computerworld on August 14th, 1978. She started in the Circulation Department as a customer service supervisor and was then promoted to systems supervisor. circulation manager for Micro Marketworld was Karen's next appointment in the eight of the ten years.

Karen then spent one and a half years at Corporate Headquarters working in the position of executive assistant. At present, Karen is employed at CW Communications working for Fritz Landmann, in the position of assistant to the president.

Deborah DePeyster started working for Computer Business News on November 13th, 1978. She worked as an East Coast reporter, staff writer, and then as a West Coast bureau chief for ISO World, and then held the position of L.A. bureau chief for Micro Marketworld.

Deborah then moved to Framingham to become the editor for Micro Marketworld, soon to be followed by the position of editor-in-chief for inCider magazine. Deborah was appointed as director of New Product Development and is now holding the position of editor-in-chief for PC Resource.



MITCH HALL ASSOCIATES PUBLISHES NEW MACWORLD EXPO NEWSLETTER . . . "EXPOSE"

This week Mitch Hall, president of Mitch Hall Associates, producer and manager of the successful Macworld Expo shows, has just released a new company newsletter for exhibitors titled *Expose*.

"The purpose of *Expose* is to provide a forum of communication to ensure the success and improvement of each Macworld Expo. Information will be provided to exhibitors, questions answered, and issues discussed," stated Mitch Hall. *Expose* will provide exhibitors with all the latest Macworld Expo plans, including dates, times, locations, and changes to be implemented at upcoming shows.

For example, *Expose* announced in this month's issue that Macworld Expo will be debuting in Washington from April 26 through April 28. The Washington show will allow exhibitors to tap into the lucrative federal market.

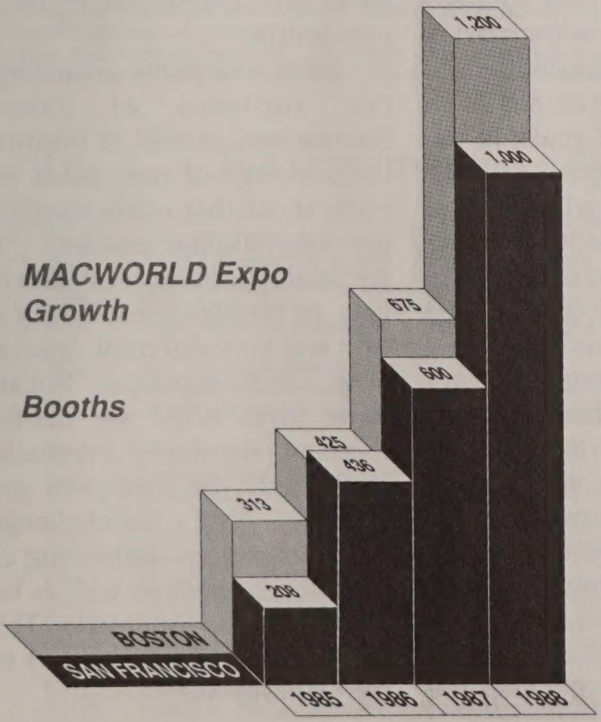
> *"The purpose of* Expose *is to provide a forum of communication to ensure the success and improvement of each Macworld Expo."*
> *–Mitch Hall, president*
> *Mitch Hall Associates*

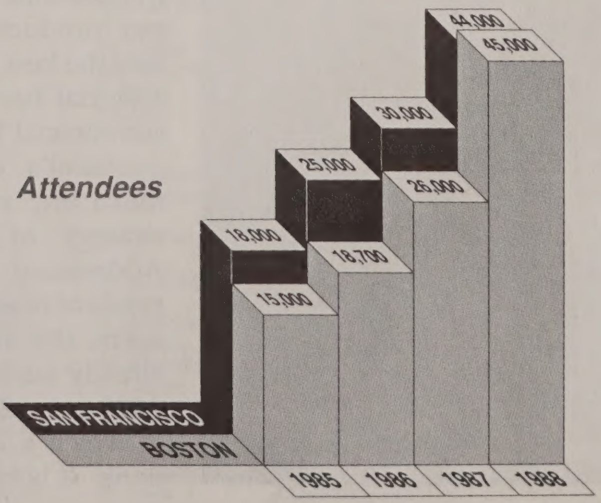
The newsletter also gave a recap of Macworld Expo/Boston, in which over 45,000 people attended this year's show, just topping San Francisco's record-breaking 44,000 attendees and far exceeding Boston's 1987 show which had 30,000 attendees.

In an effort to "keep close to the customers" there is an exhibitor questionnaire included in this month's newsletter. The questionnaire gives exhibitors the opportunity to voice their opinion on Macworld Shows.

Mike Hallal, vice president of Mitch Hall Associates, reported that "the newsletter has received overwhelming response from exhibitors — they feel it is long overdue. Exhibitors need this type of information on a timely basis, and our newsletter will be that invaluable tool." The newsletter is written and produced by the staff of Mitch Hall Associates. ❑

MACWORLD Expo Growth





FRANCE

INFO PC AND *TELECOMS INTERNATIONAL* APPOINT NEW STAFF MEMBERS

Emmanuel Alexandre was appointed editor-in-chief for *Info PC*. Prior to this assignment he worked for two years at *Soft & Micro*, a monthly computer magazine. Alexandre views the change as a real positive challenge. "Professional readers will find in *Info PC* more and more solid feature stories, objective software comparisons, and precise product reviews," he enthused.

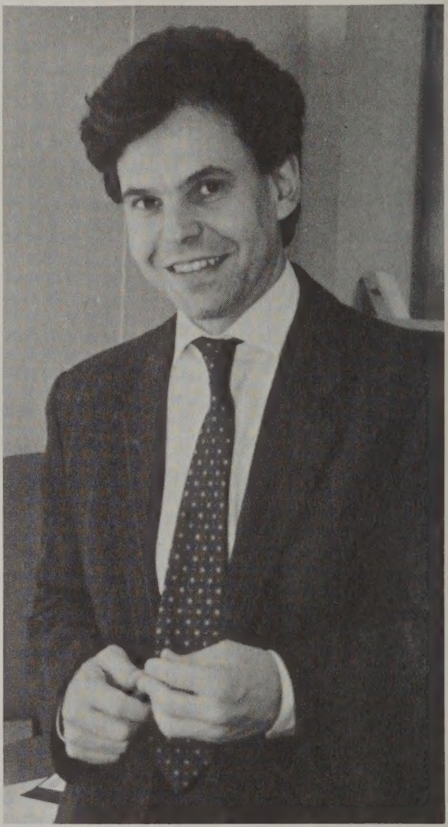
In Alexandre's opinion, "*Info PC* seems to be the most well-prepared magazine for providing new information about the French computer market." With this in mind he sets his personal goals for the paper just as high. "I intend to make this monthly magazine into one of the most essential keys for using our microcomputing environment effectively."

Telecoms International announced Gerard Bidal its newly appointed publisher. Bidal was a graduate of both literature and science. He worked in the computer industry as an engineer for both Hewlett Packard and Intertechnique. After eight years he changed to journalism and worked for the French weekly publication *Electronique Actualites*.

Five years ago, in 1983, he joined IDG as editor of *Le Monde Informatique*, of which he became editor-in-chief in 1986.

The gradation from an editorial position to one of publishing reponsibilities may seem strange in many countries, but it is not a first in France: Patricia Poupaert was formerly editor-in-chief before her position as publisher of the successful *Le Monde Informatique*. The notion behind this form of thought was stated by Francois-Xavier Chaussonniere, General Manager of Computerworld Communications S.A. "In fast-evolving markets, we need people who really know the market trends. Giving responsibilities to editors is a way to put emphasis on one of our important goals: to obtain the best editorial quality for our publications. That's why some of our products are leaders—therefore the best publisher can have an editorial background as well as a commercial background."

Bidal's appointment doesn't mean any radical change in the strategy of *Telecoms International*. Addressing first the information needs of telecommunications managers, the monthly publication is already successful after 18 issues, with a circulation of 12,000 copies, of which 6,000 are paid subscriptions. It is by far the first telecommunications publication in France with more than double the market share and circulation of its first competitor.



Bidal will focus on enlarging the audience of *Telecoms International* as well as improving the coverage of new fields especially those that relate strongly to the international market. "Our national telecommunications markets in Europe are still very specific and very different from each other," Bidal explains. "But at the same time, users are definitely thinking about the international 1992 and the European grand opening. That's the challenge of our publication: remaining close to national needs as well as being internationally oriented. This is true for editorial as well as commercial aspects."

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Staff Accountant (IDG)
Reporting to the Group Controller, responsibilities include: journal entry preparation; analysis, review, and correction of accounts; system documentation; assist in resolving problems arising in the various accounting functions. Special projects as required. Depending upon experience, responsible for reviewing P&L's of smaller companies. B.S. in Accounting. Minimum of three years of combined Public/Private industry, knowledge of Lotus helpful.

Legal Assistant/Paralegal (IDG)
Reporting to the CFO, this position provides high visibility for person with excellent research, administrative and organizational skills. Initial responsibilities include: developing a database of IDG's trademarks around the world; managing the search, filing, application and renewal process; working extensively with the firm's outside counsel; providing assistance in general corporate legal matters. A college degree and three or more years' paralegal/trademark experience preferred.

Part-time Office Assistant (IDG/C)
Reporting to Sheryl Merchant, responsibilities include data entry, organizing and putting together media kits and general office work. Hours vary according to amount of work per week and are flexible.

Director of New Software Technologies Consulting (IDC)
Looking for an individual with a unique combination of software expertise, management ability, and public presence to further the growth of our New Software Technologies program. This individual with lead the program, enjoy outstanding visibility throughout IDC's worldwide client base of information systems users and vendors, and will be responsible for consulting with vendor and user clients, developing research reports and representing IDC at conferences and industry organizations.
Ability to work with senior managers in large IBM MVS/ESA installations while understanding the requirements of distributed environments with smaller systems. A Ph.D. in computer science or five-plus years of direct experience managing software development and implementation.

Human Resources Assistant (CWPI)
Computerworld is looking for an individual to provide the following: administer company benefits programs; resolve all employee questions and problems by working directly with provider and IDG; develop, plan, publicize and administer employee services; conduct new hire orientations; coordinate and schedule training programs; process and track all personnel transactions and maintain personnel files; type all office correspondence; collect and process work records; audit and distribute paychecks bi-weekly; update all personnel activity on HRIS; and perform special projects and tasks as assigned. Associates Degree in Business, Human Resources, English and/or Psychology plus three years of administrative experience or High School Degree plus six years of administrative experience. Must know Lotus 1-2-3/word processing. Macintosh preferred.

Advertising Sales Representative (IDGC/P)
Seeking a Midwest advertising sales rep to work out of our Chicago office. Responsibilities will include: seeking out and developing new accounts as well as maintaining the current advertisers. Minimum of two years experience required.

Senior Writer, Networking (IFW)
Responsibilities: gather news, cultivate sources, write and report timely articles on local area networks and data communication. Responsible also for news, features, and keeping up with industry trends, all to be presented in an organized and interesting fashion. Familiarity with computer networking concepts and technology. At least three years experience on a daily newspaper or computer industry weekly. Ability to meet strict deadlines. BA in Journalism or equivalent computer-related discipline required.

Sales Assistant (CC)
Primary duties include support of sales staff: searching outside publications for leads and clipping ads for sales staff; creating and distributing media kits; creating files for new accounts; maintaining files on frequency agreements; assisting sales staff with general paper flow; updating client database; tracking office supplies; dealing with questions regarding subscriptions and distribution from readers; selling space in *Computer Careers* and classified sections; assisting at trade shows; maintaining monthly ad list for each issue; general support functions.

Art Director (PCW)
Responsible for: overall graphic appearance of *Publish!* Magazine; managing and directing the art staff; controlling and monitoring departmental budgets; developing and administering schedule for editorial art and design; regular consultation with managing editor and staff; and other responsibilities as assigned. Minimum four years employment as an art director, with major emphasis on conceptualization and development of editorial illustration and photography. A professional Art/Design educational background is preferred.

Assistant to the Editor-in-Chief (PCW)
Major areas of responsibility: general administrative support to the editor; meeting/special event planning and coordination; financial analysis and support; communication. Strong organizational and communications skills; ability to work under pressure; sense of humor. Working knowledge of Apple Macintosh computer, Microsoft File, Excel and MacWrite software programs.

Job Opportunities Revised: November 29, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Accountant/Bookkeeper	Framingham, MA	S. Perry	(508)875-5000
IDG	Payroll/Benefits Assistant	Framingham, MA	D. Thistle	(508)875-5000
IDG	Data Input Processor	Framingham, MA	M. Cornetta	(508)875-5000
IDG	Staff Accountant	Framingham, MA	S. Perry	(508)875-5000
IDG	Legal Assistant/Paralegal	Framingham, MA	M. Shea	(508)875-5000
ITI	P/T Market Research Exec. Business Interviewers	Framingham, MA	S. Wilsmer	(508)872-2700
ITI	(3) Mkt. Research Associate	Framingham, MA	S. Wilsmer	(508)872-2700
IDC	Director, Survey Services	Framingham, MA	E. Ouellette	(508)872-8200
IDC	Director New Software Tech. Consulting	Framingham, MA	K. McPherson	(508)875-5000
CWPI	Copy Editor	*Computerworld*, Framingham, MA	S. Ulfelder	(508)879-0700
CWPI	Typographer	*Computerworld*, Framingham, MA	C. Polack	(508)879-0700
CWPI	Graphics Specialist	*Computerworld*, Framingham, MA	N. Kowal	(508)879-0700
CWPI	Human Resource Assistant	Framingham, MA	P. Caplin	(508)879-0700
CWPI	Classified Mechanical Artist	*Computerworld*, Framingham, MA	C. Delany	(508)879-0700
CWPI	(2) West Coast Correspondent	*Computerworld*, Framingham, MA	B. Laberis	(508)879-0700
CWPI	PC Specialist	*Computerworld*, Framingham, MA	J. Pennett	(508)879-0700
CWPI	Switchboard/Receptionist	*Computerworld*, Framingham, MA	M. Rinaldo	(508)879-0700
CWPI	Director, Human Resources	*Computerworld*, Framingham, MA	M. Shea	(508)875-5000
NWW	West Coast Correspondent	*Network World*, San Francisco, CA	J. Gallant	(415)546-7722

NWW	P/T Editorial Assistant	*Network World*, Framingham, MA	C. Tynan	(508)879-0700
NWW	West Coast Bureau Chief	*Network World*, Framingham, MA	J. Gallant	(508)879-0700
NWW	Assistant Features Editor	*Network World*, Framingham, MA	S. Moore	(508)879-0700
DNP	Senior Writer	*Digital News*, Boston, MA	C. Sandler	(617)482-8470
DNP	Executive News Editor	*Digital News*, Boston, MA	C. Sandler	(617)482-8470
DNP	Senior Reporter	*Digital News*, Los Angeles, CA	C. Sandler	(617)482-8470
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617)482-8470
PCW	Associate Editor	*Macworld*, San Francisco. CA	A. Mello	(415)546-7722
PCW	Assistant Editor	*Macworld*, San Francisco. CA	C. Person	(415)546-7722
PCW	Assistant Editor	*Macworld*, San Francisco, CA	M. Lewis	(415)546-7722
PCW	Senior Design Associate	*Macworld*, San Francisco, CA	D. McLeod	(415)546-7722
PCW	Asst. to the Editor-in-Chief	*Macworld*, San Francisco, CA	J. Borrell	(415)546-7722
PCW	Administrative Assistant	*PC World*, Paramus, NJ	J. Edman	(415)546-7722
PCW	Designer	*PC World*, San Francisco. CA	C. Steenberg	(415)546-7722
PCW	Senior Design Associate	*PC World*, San Francisco. CA	C. Steenberg	(415)546-7722
PCW	Single Copy Sales Rep.	*PC World*, San Francisco, CA	G. Clark	(415)546-7722
PCW	Employee Relations Manager	*PC World*, San Francisco, CA	J. McGinnis	(415)546-7722
PCW	Circulation Assistant	*PC World*, San Francisco, CA	H. Martin	(415)546-7722
PCW	Renewal Billing Manager	*PC World*, San Francisco, CA	H. Martin	(415)546-7722
PCW	Direct Marketing Manager	*PC World*, San Francisco, CA	J. Bokar	(415)546-7722
PCW	Technician	*PC World*, San Francisco, CA	W. Clegg	(415)546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	V. Ritondale	(415)546-7722
PCW	Account Manager	*Publish!*, Natick, MA	M. Browning	(508)879-0700
PCW	Account Manager	*Publish!*, Paramus, NJ	M. Browning	(201)967-1350
PCW	Account Manager	*Publish!*, San Francisco, CA	M. Browning	(415)546-7722
PCW	Administrative Assistant	*Publish!*, San Francisco, CA	O. Tsang	(415)546-7722
PCW	Administrative Assistant	*Publish!*, Los Angeles, CA	C. Luther	(213)312-8008
PCW	Art Director	*Publish!*, San Francisco, CA	S. Gubernat	(415)546-7722
IFW	Senior Writer, Networking	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602
IDGC/P	Advertising Sales Rep.	*PC Resource*, Chicago, IL	T. Rousseau	(603)924-9471
CC	Sales Assistant	*Computer Currents*, Fram. , MA	M. Schultz	(508)879-0700

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Debbie Thistle	(508) 875-5000
CW/NWW/DN/CIO/FCW	Pam Caplin	(508) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602
IDC	Elaine Ouellette/ Debbie Thistle	(508)872-8200

The *Job Opportunity Listing* is published on a weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1989

IDG will be holding New Employee Orientations for IDG, IDG/C, WEC and ITI employees on the following dates during 1989:

January 10
February 7
March 7
April 11
May 9
June 13
July 11
August 8
September 12
October 10
November 7
December 12

All orientations will be held from 9:30 a.m. to 11:00 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425, to schedule for the December 1988 session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

$ $ $ EMPLOYEE REFERRALS $ $ $

IT PAYS TO HAVE FRIENDS!

Now that Thanksgiving is over, we at IDG Human Resources would like to once again reiterate the potential of our E*mployee Referral Bonus program.*

During the long holiday weekend, everyone gets together with family, close friends and friends from the past.

And what is always the main topic of conversation when friends get together over a holiday? Work! That's right. You may have talked with friends who were unhappy, felt they were in a stagnant dead-end job, or in a I'm-not-sure -what-I-really-want-to-do job.

Well, guess what! Christmas is right around the corner, and what could be a better way to start the new year than a new job? Or being $400 richer?

Do you remember IDG's *Employee Referral Bonus Program*? If you were to refer one of your friends, and that friend was hired at an IDG Employee Referral Bonus participating company*, you would receive not only a $400 bonus, but also a chance to win our grand prize drawing of $2000 towards a trip to anywhere in the world! Now, why pass up such a chance?

Call some of your friends today and refer them to participating IDG companies and welcome in the New Year a few dollars richer and with happier friends!

So far, 16 successful referrals have been mad, and that makes 32 happy employees (16 who received bonuses and 16 who are new hires)! And this figure is only from June till October. IDG's *Employee Referral Bonus* program has made a big splash with the employees of IDG and we would like to continue to hire qualified candidates and at the same time involve and reward our own employees.

For those of you who have referred candidates, thanks again!

Call your Human Resources Manager today to find out more about IDG's *Employee Referral Bonus* program and where you can get your own poster and get started!

*Participating Companies:

IDG, IDC, IDGCI, ITI, WEC, CWPI, NWW, DN, FCW, CIO, IDGC/P

UNIX SYSTEMS MARKET TO GROW AT 25%

The Unix Systems Market will grow to become a $21 billion market by 1992, according to a recent report published by International Data Corporation. Despite this healthy growth, fierce competition, and the unpredictable market share that accompanies open computing environments promise to make the Unix business challenging for both new and established suppliers.

"For those vendors who survive, the rewards will be great," asserts Vicki Brown, IDC's director of systems research. "With the possible exception of Sun Microsystems, Unix market leaders have yet to emerge. It is clear that the $21 billion Unix hardware market forecasted for 1992 has the potential to create a new group of industry giants."

> *"Unix is destined to be the most innovative hardware sector in the industry. Whereas PCs are largely tied to the Intel and Motorola designs, and most proprietary vendors have limited design flexibility, Unix systems continue to become increasingly variegated."*
>
> *–David Moschella,*
> *VP Systems Research, IDC*

HIGHLIGHTS OF IDC'S REPORT

☐ Forecasts - IDC predicts that U.S. shipments of Unix will grow from 204,500 in 1987 to 846,000 in 1992, and worldwide shipments will jump from 295,000 in 1987 to 1.3 million in 1992.

☐ By 1992, Unix revenues will represent nearly 20% of all worldwide systems revenues —This will rival the share controlled by IBM mainframes which have been around since 1964. By then, standarized hardware platforms, principally running DOS/OS/2 and Unix, will account for nearly 50% of worldwide sales.

☐ Positive Forces — The Unix business continues to be a powerful and often countervailing force. On the positive side are the promises of applications portability, industry-leading price/performance, strengths in software development, a strong presence in the universities, and widespread vendor support in the U.S. and around the world.

MACWORLD...

Continued from page 1

ous Macintosh business users want and need.

Though the circulation at *Macworld* will go up in 1989, the advertising rates for qualifying advertisers will not. The magazine has developed and implemented the most aggressive rate protection plan in *Macworld's* history. Advertisers who run ads in every issue can use 1988 rates throughout 1989 and through the January 1990 issue.

"This is an assertive plan that benefits advertisers in a unique manner," said Martin. "Because the Macintosh market is constantly changing, sometimes it's difficult for the vendor community to develop an effective media schedule," he explained. "But *Macworld's* new rate protection program helps advertisers plan their budgets wisely. Now they can plan ahead confidently for the entire year of 1989 — and into 1990 — at 1988 rates. No surprises for an entire year," Martin emphasized.

January 1989 marks Macworld's fifth anniversary, and in celebration the magazine has developed yet another advertising savings plan. Contract advertisers who may not qualify for the year-long rate protection will receive 5% off their earned frequency discount. The savings plan applies to advertisers who run six or more advertisements in 1989 and is based on rate card #8, effective with the February 1989 issue.

Susan Tricca joined the *Network World* staff as assistant features editor on Monday, November 28th.

Susan comes to us from McCormack & Dodge in Natick, where she was a senior production editor. She has also worked as production editor at *CFO* magazine, and prior to that she was assistant managing editor at *Micro Marketworld* from 1985 to 1987.

Allow us all to welcome Susan and wish her success in her new position.

Picks & Pans

Please make a note on your records that our office in Budapest now has a fax machine. The direct dial number from the U.S. is:
011-361-423-965

Roomate Wanted - Two bedrooms available January 1st, 1989, in lovely, spacious, two-family home. Apartment takes up second and third floors and includes: large kitchen, living room, three bedrooms, two baths, study, ample storage space, large basement, and driveway parking. The rent is $333/month each, plus utilities and a $350.00 security deposit. Located on Warren St. in Arlington. Please call (617) 646-7041.

IDG
WORLD
UPDATE

Editor
Deborah Butler

Assistant Editor
Mary Dolaher

Art Director
Jim Suhre

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Susan Perry
Véronique Sulliger
Adam Hirsh

Production
KNVB Inc.

IDG World Update is published weekly for the employees of International Data Group. *Update* encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex: 95-11-66-651; Fax: 508-879-4681; On-Tyme mailbox: IDG.D/BUTLER.

Anniversaries

TWELVE YEARS
Diane Gamble - LINK Resources

EIGHT YEARS
Susan Perry - IDG
Thomas H. Willmott - IDC

SEVEN YEARS
Sheryl A. Merchant - IDG Communications

SIX YEARS
Ralph Ames - PC World Communications
Jayne Boyer - PC World Communications
Eric Brown - PC World Communications
Ellen L. Hament - PC World Communications
William D. McLeod - PC World Communications
Patricia A. Murphy - PC World Communications
Jacqueline Poitier - PC World Communications
Christine F. Whyte - PC World Communications
Joseph A. Wollenweber - PC World Communicaitons
Cheryl A. Woodward - PC World Communications

FIVE YEARS
James M. Connolly - CW Publishing
James Felici - PC World Communications
William Smith - IDG Communications/Peterborough

FOUR YEARS
Christopher R. Glenn - CW Publishing
David Pronenko - CW Publishing
Judith Tipping - IDG Communications/Australia

THREE YEARS
Amanda Evelyn Lewis - PC World Communications
Michael Miller - Infoworld Publishing
Natasha Thomsen - LINK Resources

TWO YEARS
Shannon D. Dolan - PC World Communications
Anthony Membrino - IDC
Karen Pope - IDG Communications/Peterborough
John Wolfskill - IDG Communications/Peterborough

IDG
WORLD
UPDATE

VOLUME 18, NUMBER 39

DECEMBER 12, 1988

CMG CONTEST WINNERS ANNOUNCED

The IDG Conference Management Group announced the winners of the second annual Communication Networks Contest. More than 4,300 entries were received, an 186% increase over 1987. The ad appeared in 20 trade publications with inserts in *Computerworld* and *Network World*.

Celebrating its eleventh year as the industry's elite voice and data show, the CN promotion team structured the contest to attract quality prospects for the show. "All entrants will receive conference updates and registration information," stated Susan Hadley, manager of sales promotion.

First prize is free admission to the conference and exposition, including one in-depth tutorial, in addition to round trip airfare and three nights of hotel accommodations at the Grand Hyatt Hotel. Total estimated value: $1,875.

Continued on page 2

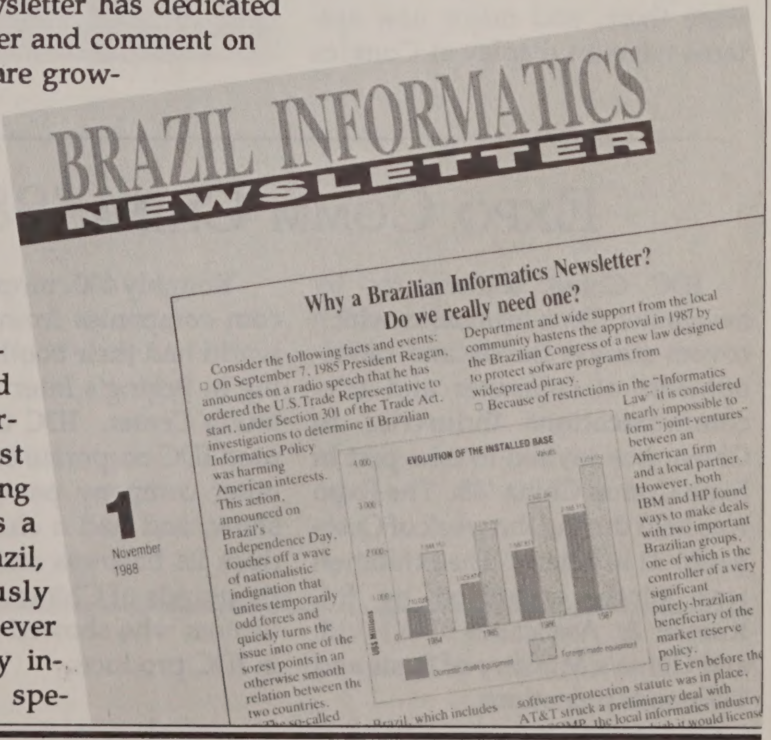
Inside:
The IDG Chairman'sReport

See pages 3 through 6

IDC BRAZIL RELEASES FIRST NEWSLETTER

The first Brazilian Newsletter was released in November with Ricardo Saur as the appointed editor. Saur was retained by IDC to edit the *Brazilian Informatics Newsletter* as an independent voice that combines experience from wearing very different hats. Saur has held multiple, diversified positions, including private executive, government authority, skilled technician, and as a legislative expert in Brazil.

The newsletter has dedicated itself to cover and comment on issues that are growing and creating concern, and may help anyone that has an interest or a professional need to understand just what is going on. This is a first for Brazil, as previously there was never a completely independent, specialized, analysis and information source available. Only a paid circulation, without advertisements, can truly be independent in its coverage. With this in mind, those that create the *Brazilian Informatics Newsletter* are confident that they have the ability to supply accurate, valuable and timely information to executives of any field in any way linked or interested in the informatics business in Brazil. ○



BRAZIL INFORMATICS
NEWSLETTER

1
November
1988

Why a Brazilian Informatics Newsletter? Do we really need one?

Consider the following facts and events:

□ On September 7, 1985 President Reagan, announces on a radio speech that he has ordered the U.S.Trade Representative to start, under Section 301 of the Trade Act, investigations to determine if Brazilian Informatics Policy was harming American interests. This action, announced on Brazil's Independence Day, touches off a wave of nationalistic indignation that unites temporarily odd forces and quickly turns the issue into one of the sorest points in an otherwise smooth relation between the two countries.

The so-called

Department and wide support from the local community hastens the approval in 1987 by the Brazilian Congress of a new law designed to protect sofware programs from widespread piracy.

□ Because of restrictions in the "Informatics Law" it is considered nearly impossible to form "joint-ventures" between an American firm and a local partner. However, both IBM and HP found ways to make deals with two important Brazilian groups, one of which is the controller of a very significant purely-brazilian beneficiary of the market reserve policy.

Brazil, which includes

□ Even before the software-protection statute was in place, AT&T struck a preliminary deal with

RIGHT SHOW AT RIGHT TIME

IDG/Peterborough is planning to run a Portable Computer Review for anyone wanting to learn about the major issues surrounding the industry.

The initial enthusiasm for Portable Computing '89 is running very high, according to Jim McBrian, publisher for Portable Computer Review. "Based on the reaction we received at the recent Fall Comdex Show, we are quite optimistic about Portable Computing '89."

McBrian said that thousands of copies of Portable Computer Review were distributed to the 112,000 Comdex attendees. In addition, McBrian noted that attendees were busy filling out attendee and exhibitor participation information cards throughout the four-day event.

"Portable computers are becoming a mainstream solution for the business community," stated McBrian. "This year's Comdex showed how important portables are to the personal computing industry. All the major vendors were there, and major new systems were on display at Comdex by both Zenith and Toshiba." Most systems demonstrated at Comdex will be commercially available in time for Portable Computing '89.

Portable Computing '89 is the nation's premiere conference and exhibition that will bring together volume buyers with the manufacturers and resellers of portable computing products.

Portable Computing '89 is the only event targeted specifically to the phenomonal growth being experienced today by the portable computing industry. Portable Computing '89 attendees will learn about the major issues surrounding portable computing. Conference sessions will address how this technology can increase productivity.

SPECIAL ISSUE
HOT LAPTOPS · POWER PORTABLES · PRODUCTIVITY SOFTWARE
PORTABLE COMPUTER review
FALL 1988
An IDG Communications Publication
LIGHTWEIGHT HEAVYWEIGHTS
BUYER'S GUIDE TO 100 PORTABLES
LAPTOPS AND AIRPORT SECURITY
PLUS:
Communications Tips
New Products
Projection Panels
AND MORE!
FREE

Conference session topics include: Portable Computing Today and Tomorrow, The Portable Office, How to Buy a Portable Computer as an End-User, How to Buy a Portable Computer as Volume Buyer, Communications and Portable Computing, and Power Portables.

Portable Computing '89 will be held May 31 through June 1st at the Santa Clara Marriott, and September 27-28 at the New York Marriott Marquis. The show is being co-sponsored by Portable Computer Review, Traveling Software, and the IDG Conference Management Group.

CONTEST WINNERS...

Continued from page 1

Second prize is free admission to the conference and exposition including one in-depth tutorial plus three nights of hotel accommodations at the Grand Hyatt Hotel. Total value: $1,375.

Third prize is free admission to the conference and exposition, including one in-depth tutorial. Total value: $645.

And the winners are:

First Prize: Richard Klein, corporate account manager Teleshere International, Atlanta, GA

Second Prize Phyllis R. Brough, OA III, City of Gresham, OR

Third Prize Michael J. Dabney, general engineer, Federal Emergency Management Agency, New York, NY

EXPO COMM CHINA '88

IDC China, known for its newsletter *China Informatics* which covers market trends and developments of computer and telecommunications industries in China, was invited to take part in Expo Comm China '88. The Expo was held during the week of October 26-31 in Beijing. The exhibition was jointly organized by E.J. Krause & Associates (HK) Ltd. and China's Ministry of Posts and Telecommunications.

Roughly 400 computer and telecom companies from all over the world had their booths, participating in Beijing's International Exhibition Center. IDC China distributed IDC corporate brochures and other company pamphlets at the show, and had a chance to introduce its business and products to thousands of Chinese and western visitors who showed great interest in IDC products.

Confidential

IDG Chairman's Report

Fiscal Year 1988

To our Shareholders and Employees:

I am pleased to report the results of Fiscal Year 1988 for International Data Group, Inc. This covers the period from January through September 1988, a nine-month period reflecting the change in our fiscal year from one ending in December to one ending in September.

As you know, IDG is the parent company for a family of enterprises devoted to providing information services on information technology. The principal members of this family are: IDG Communications, Inc., the world's largest publishers of computer-related magazines and newspapers; International Data Corporation, the leading market research analysis and consulting company covering the computer and communications field; and World Expo Corporation, a leading producer of expositions and conferences for the information technology market.

In fiscal year 1988, a nine-month period, IDG achieved consolidated sales of $254 million, a 26% increase in the same period of 1987. This increase is twice the rate of growth in the marketplace during the period, resulting in an increase in our marketshare.

Expenses also rose by 26% in fiscal year 1988 to $249 million. The expense increase includes the development costs for a substantial number of new publications started within the past three years, as well as substantial circulation promotion programs for our principal magazines and newspapers.

Therefore, our operating profit increased by 16% over the same period last year from $4.1 million to $4.8 million.

The Company contributed $1.35 million from its operating profit to the IDG Employee Stock Ownership Plan. This amount is equal to nearly 30% of our operating profit. This substantial percentage reflects the recognition by IDG's directors that the company's future performance is based on the motivation, loyalty and spirit of dedication of it current employees. The company believes that maintaining its long-term policy of substantial sharing by employees in the profits of the Company is in the best mutual interest of its shareholders, employees and customers.

Other income during fiscal year 1988 improved by 35%, from a loss of $1.78 million to a loss of $1.5 million. This change reflects reductions in legal costs and interest expenses. Therefore, profit before taxes increased by 55% from $2.3 million to $3.6 million. Our effective tax rate was lowered from 46% last year to 41% for the current fiscal year. This was due to lower U.S. corporate taxes and the benefit of tax loss carry-forwards in our non-U.S. operations which are now operating profitably.

Consequently, our net income after taxes increased by 69% from $1.3 million to $2.1 million for this fiscal year.

This impressive improvement in our profitability reflects the results of efforts throughout the IDG family of companies to control expenses and improve operating margins on all publications, projects, and services. While our after-tax profit margin of 1% is well below our business goal of 10%, we are making encouraging progress and believe we can achieve our goal of 4% after-tax profit in the current fiscal year, and a 10% after-tax profit in 1990.

Congratulations to the following business units of IDG which have increased their profitability in fiscal year 1988 over the same period last year:

Asian Computerworld Communications (Hong Kong)
Computerworld do Brazil, Ltda (Brazil)
Computerworld Communications, S.A. (France)
Computerworld Danmark, AS (Denmark)
Computerworld Norge A/S (Norway)
CW Communications AB (Sweden)
CW Communications B.V. (Netherlands)
CW Communications S/A (Argentina)
CW Communications S.A. (Spain)
CW Communications S.R.L. (Venezuela)
CW Publikationen AG (Switzerland)
CW Publikationen (Germany)
Digital News Publishing Company
Federal Computer Week Publishing Company
IDC Asia, Ltd.
IDC China, Ltd.
IDC Korea, Ltd.
IDG Communications LTD (New Zealand)
IDG Communications/Peterborough
IDG Communications, PTY LTD (Australia)
Infoworld Publishing Company
LINK Resources
Network World Publishing Company
World Expo Corporation

IDG's commitment to the global market has placed us in a position to benefit from the higher growth rates in the computer market being experienced outside of the United States. In 1970, the U.S. accounted for 60% of the world computer market; this year it will account for 45%, and by the year 2000 the U.S. is expected to account for just 25%. The percentage of IDG sales coming from non-U.S. operations has increased from 17% to 35% in the last five years. We expect a majority of our sales to be outside of the U.S. by 1991.

The information technology industry is the world's fastest growing major business. IDG is the world's leading supplier of information services on information technology, serving all leading vendors, users and investors involved in this technology. IDG's marketshare of information services for this field is 22% worldwide. That is at least 50% greater than our nearest competitor. We believe we will be able to maintain and, hopefully, increase this marketshare in the years ahead.

IDG's products and services play a major role in providing people with the information they need to gain greater personal productivity, intellectual stimulation, and emotional satisfaction from the mind-amplifying powers of information technology. We are proud of the significant role we play in spreading know-how about this technology, worldwide, to enhance the quality of life and to advance human civilization.

I would like to personally thank our employees for their loyalty, enthusiasm, skill and energy during the past fiscal year. They have maintained a very positive attitude during the past years, despite the challenges they faced during the market slowdown during 1985 and 1986 and the need to contain increases in expenses and enhance productivity during 1987 and fiscal year 1988. Their productivity and dedication to the welfare of our company and our customers have allowed us to maintain a high rate of sales growth and increase our marketshare. We believe it will allow us to achieve a record business year during fiscal year 1989.

I would like to thank the members of the Board of Directors for their sound guidance and advice during the year, and our Shareholders for their continuing encouragement, confidence and support.

With best personal regards, I am,

Yours cordially,

Patrick J. McGovern
Chairman of the Board

DISKLESS PC MARKET TO GROW AT 63%

According to a recently published report by International Data Corporation, the diskless PC market will grow at a compound annual growth rate of 63% through 1992. The new breed functions much like personal computers, but is a departure from the idea of self-contained, one-person systems. IDC maintains that a diskless PC, with its inability to copy onto a floppy diskette, helps eliminate some of the major information processing security issues within an organization.

Eileen O'Brien, senior analyst of IDC's Terminal Program reports, "Companies investigating diskless technology said cost is a motivating factor, and that additional features such as security are an added incentive to moving to networked units."

Market Forecast - The worldwide diskless PC market reached a total of 53,000 units in 1987 and will grow at a compound annual growth rate of 63% through 1992.

Vendor Penetration - The top vendors include: Novell, NCR, 3Com, Televideo, and Racore. Together they controlled 75% of the 1987 U.S. diskless PC market and, with the exception of NCR, all diskless PC market leaders in 1987 were also market leaders in the PC LAN Server market. This indicates that the current leaders are using a bundled approach with a combination of servers and diskless PCs.

CURRENT DEVELOPMENTS

Strengths of Diskless PCs - Features that enhance the diskless PC option to buyers include: reduced maintenance (due to fewer moving parts), central storage of data, security of information, and control over the versions with which software users work. Financial savings come in the form of no disk drives, reduced power supply, and a decrease in the number of chips needed to run the machine. ○

People

NEW HIRE

Charles Bruno will join *Network World* as assistant managing editor on Monday, December 12.

Charlie comes to us from *Computer Systems News*, which is published by CMP Publications, Inc. in Manhasset, N.Y. (CMP also publishes *Communication Week* and *Information Week*)

At CSN, Charlie was Senior Editor covering data communications. He was responsible for breaking news and analysis on local network vendors, and the data communications strategies of the major systems vendors. Prior to that, he served as Data Communications Editor at CSN, overseeing a four-person group that provided datacom coverage both for CSN and for sister-pub *Com Week*. Charlie was responsible for planning coverage, laying out the section, editing and writing stories.

Before joining CSN as an associate editor in 1986, Charlie served as associate editor with *Technology News of America*, where he researched and wrote a quarterly report on factory automation. The report was published in such forums as *Dun's Business Month*, *Datamation*, *Control Engineering*, and *Plant Engineering*. He holds a BA degree in literature/communications from Pace University in Pleasantville, N.Y.

Charlie will be relocating to the Framingham area from Long Island. Please join us in welcoming him to the *Network World* staff.

○ ○ ○

Ken Hoyt, an IDC employee who works in the Technology Services Group, has announced his engagement as of September 23 to Noelle Claveloux, an account executive. The wedding is scheduled to take place in Westport, Connecticut on September 23, 1989.

○ ○ ○

Vicki Seiden, a regional manager for *InfoWorld*, was married on November 26 to Xavier Gonin, an auditor for Deloitte Haskins & Sells, the accounting firm for IDG. The newly-joined Mr. and Mrs. Gonin honeymooned in Anguilla, an island in the British West Indies.

Picks & Pans

OBERLIN ALUMNI SOUGHT

Graduates of Oberlin College working in the fields of market research or consulting are being sought for membership in the Oberlin Career Network, a spin-off of the alumni association. Contact Josh Gonze of IDC Framingham, ext 313

Pedaling For the Lung Association

The American Lung Association of Central Massachusetts is sponsoring two bicycle treks to take place in June of 1989. The New England Discovery Bike Trek, June 18-24, will take you over the back roads of Massachusetts, Rhode Island, Connecticut, Vermont, New Hampshire, and Maine! Transamerica Bicycle Trek, June 5-July 21, will begin in Seattle, Washington and wind your way across the northern states to a finale seven weeks later in Atlantic City, New Jersey. Accommodations and meals are provided; fund raising is required. For more information, call the Lung Association at (508)-756-5749.

Hilltop Builders - Thinking of adding a room? Plan now for '89. We are licensed and insured, we offer free estimates and are suited to fit our customers' needs. Please contacts us at (508)-877-3272.

C.G.S. Masonry - Quality workmanship brick, block, and stone. Specialize in fireplace and chimney construction. No job too small. Licensed builders. Free estimates. Please call (508)-877-1474.

Roommate Wanted - Two bedrooms available January 1st, 1989 in lovely, spacious two-family home. Apartment takes up second and third floors and includes: large kitchen, living room, three bedrooms, two baths, study, ample storage space, large basement, and driveway parking. The rent is $333/month each plus utilities, and a $350 security deposit. Located on Warren St. in Arlington. Please call (617)-646-7041.

IDG WORLD UPDATE

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Anniversaries

TWELVE YEARS
Diane Gamble - LINK Resources

EIGHT YEARS
Susan Perry - IDG

SIX YEARS
Ralph Ames - PC World Communications
Eric Brown - PC World Communications
William D. McLeod - PC World Communications
Ellyn L. Hament - PC World Communications
Patricia A. Murphy - PC World Communications
Doris Stranz - PC World Communications
Christine F. Whyte - PC World Communications
Joseph A. Wollenweber - PC World Communications

FIVE YEARS
James M. Connolly - CW Publishing
James Felici - PC World Communications
William Smith - IDG Communications/Peterborough

FOUR YEARS
Christopher R. Glenn - CW Publishing
David Pronenko - CW Publishing

THREE YEARS
Amanda Evelyn Lewis - PC World Communications
Michael Miller - Infoworld Publishing
Natasha Thomsen - LINK Resources

TWO YEARS
John Wolfskill - IDG Communications/Peterborough

IDG
WORLD
UPDATE

VOLUME 18, NUMBER 40 DECEMBER 19, 1988

IDC RELEASES NEW STUDY ON IBM

Recent reports published by IDC indicate that IBM is repositioning its high-end product in an attempt to revert to seventies-style IBM domination of large-scale corporate data processing.

IBM is subtly encouraging the move away from a three-tiered architecture of mainframe, departmental, and microcomputers toward a two-tiered (requester-server) layered architecture. The trend will be to run shrink-wrapped code, using inexpensive desktop MIPS. Desktops will then make request calls to servers housing volumes of data.

"The crux of the issues is not platforms, architectures, or even wholly software," said Bob Tasker, Vice President of IDC's Software Research Group. "What the user and MIS organizations alike are now recognizing is that they need two distinct sets of data processing capabilities, one reasonably formed around well-supported multiprocessing operating systems and the other formed around a robust multi-tasking operating system, the principal difference being how much computing resource allocation and

Continued on page 6

PC'S SPARK INDUSTRY REVOLUTION

Australia-Patrick McGovern, Chairman of IDG was in Sydney, Australia on November 25, 1988 to deliver the keynote address at the 10th Annual Australian Information Industry Association Conference.

He said that by the time we reach the year 2000, the information technology industry will grow worldwide to $1.1 trillion in revenue a year. Not accounting for inflation, the industry will enjoy an average of 13% growth rate per year during the next twelve years.

Australia, which has the highest per capita spending on information technology in the world and is in the Pacific region which is experiencing the fastest growth, is perfectly positioned to reap benefits from this vast expansion, McGovern noted.

According to McGovern, a great deal of the revolution in the industry has come about thanks to the personal computer, which has given many people direct access to computer technology.

"Worldwide PC shipments totalled $21.6 billion in 1984. That figure, by 1993, will climb to almost $51 billion," he said. "In 1986, it was estimated that 30 million people had access to some

Continued on page 6

AIIA
10th Annual Conference

DIGITAL NEWS ANNOUNCES PROMOTIONS AND APPOINTMENTS

Digital News Publishing, publisher of *Digital News*, recently announced a number of staff appointments and promotions.

Corey Sandler, founding editor of *Digital News*, has been promoted from editor-in-chief to editorial director. In his new role, he will be responsible for editorial strategy, policy planning and industry relations. He will also continue to write the popular *Digital Newsmaker* interview series.

Filling the shoes for editor-in-chief is Charlie Babcock, a 20-year journalism veteran. Babcock's position for the past five years was technical editor for *Computerworld*. He joined the publication in 1984 as New York correspondent and was later promoted to senior editor for the software section.

Publisher and President Pat Kenealy is optimistic towards the appointments saying, "Our management-oriented hard news editorial content made *Digital News* the fastest growing DEC market publication in both circulation and ad pages year to date in 1988, and we're confident Corey and Charlie can sustain that growth by giving VAX buyers the news they need."

Elizabeth Heichler has also joined the editorial expansion in the position of staff writer. Heichler was previously managing editor of the newsletter publications *CAD/CIM Alert* and *CAE Electronics Alert* from Management Hightable, Inc., a high tech publishing and conference firm.

Also on the editorial side, Roger Arnwine has been added as a contributing editor in the South Central Bureau under the direction of technical editor Tom Badgett. This addition further expands the *Digital News* bureau structure, which includes offices in Tennessee, Los Angeles and San Francisco.

On the circulation side, Deborah Winders has become circulation manager of *Digital News*, her major responsibility being circulation strategic planning, fulfillment and distribution management.

Vicki Glow joined the Classified Advertising Department as sales representative for the East Coast territory.

Gordon Plutsky joined *Digital News* as market research analyst, a newly created position within the marketing department. ○

IN MEMORIAM

The IDG family was saddened by the recent death of a long-time friend and fellow worker, Mary Trayte. We would like to pay special tribute and respect to Mary, who died on December 8, 1988.

Mary started with IDC nearly 20 years ago as one of its first full-time employees, when the company was a fledgling market research organization founded by Pat McGovern.

She was instrumental in setting up the subscription fulfillment department of IDC's newsletter organization, and set a high standard of excellence in all aspects of her daily work.

Mary was an eternal optimist who could always discover something positive in a situation and combine it with a wonderful talent for finding the bright side of even the worst of circumstances. Her very British accent became her trademark and an instant source of recognition to anyone who encountered Mary either in person or over the telephone, and the always-cheerful lilt in her voice brightened the day for many people with whom she came in contact. She had a well-deserved reputation as a champion of many causes, usually associated with her church organizations. When Mary approached

Continued on page 6

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Credit Analysts (IDG)
We now have several position available in our established Corporate Credit Department. Responsibilities include monitoring credit status; researching and resolving past due receivable problems; negotiating payment schedules; and extensive telehone correspondence for one or more of our publications. The ideal individual will have a Bachelor's degree and 2-3 years experience in commercial collecting or equivalent.

Art Director (PCW)
Reporting to the Editor-in-Chief of *Macworld* magazine, responsibilities will include: overall graphic appearance of the magazine; development and administration of scheduling for editorial art and design; regular consultation with the Editor-in-Chief, Managing Editor, and Executive Editor to gain editorial input and direction in the development of editorial art; oversight and implementation of electronic design and layout process; visit press for periodic press checks; submit written reviews of each issue; manage direct reports and provide leadership; monitor and adhere to design budget; attend trade shows; participate in weekly planning, budget, staff, and layout review meetings. Minimum four years employment as an art director, with major emphasis on conceptualization and development of editorial illustration and photography. A professional Art/ Design educational background is preferred. Applicant should be conversant with Macintosh software and hardware as they apply to electronic publishing and computer graphics.

Administrative Assistant to Ad Director (PCW)
Needed to support the Director of Advertising Sales in all administrative facets of advertising sales including general office support, information management, special projects and other duties as assigned by supervisor. Require word processing, preferably on Macintosh. Knowledge of database program and spreadsheet a plus. Excellent organizational skills.

Assistant Production Editor (PCW)
Reports to Production Editor and performs the following: enter manuscript text through all copyediting correction cycles, perform initial formatting, and provide copyediting section with printouts; format text to typographical specifications, pour pages designed with text, revise pages through correction cycles, run out page proofs, and prepare electronic pages for delivery to typesetter/service bureau; maintain daily record and issue-by-issue archive of all manuscript and page proof corrections, help train other editorial production personnel in the above tasks, and other duties as assigned by supervisor. A minimum of two years word processing experience and a basic knowledge of typesetting; ability to work effectively with a wide variety of people; good organizational and communication skills.

Circulation Assistant (PCW)
To provide support for all functions maintained in the subscription circulation area, to include clerical support, office support, and project coordination. Excellent administrative and telephone skills essential. Knowledge of computer-based word processing; some knowledge of Lotus 123. preferred.

Research Assistant (PCW)
Help field research studies, assist report writers, respond to information requests. Strong language and numbers skills. Attention to detail, efficient, ability to work independently. Minimum of one year of relevant experience in a magazine publishing or marketing research environment. Familiarity with the basics of fielding research studies.

Production Editor (PCW)
Reporting to Senior Production Editor, major areas of responsibility include: editorial, production, electronic page makeup and word processing, supervision, and other duties as assigned by supervisor. A minimum of four years experience with all aspects of editorial production; a minimum of one year desktop publishing experience; a minimum of one year supervisorial experience; ability to work effectively with a wide variety of people; excellent organizational, visual, and communication skills.

PC Support Specialist (IFW)
Responsibilities include all aspects of PC training including: designing and implementing individualized and group training sessions covering all supported hardware and software; development of custom documentation specific to the needs of individual users; working with department managers to insure that the specific PC training needs of their staff are being met. The PC Support Specialist is also the first line of support and assistance for the PC users at Infoworld. This consists of both local and telephone support. In addition, this person will work in conjunction with other members of the Systems Department to develop custom applications and solutions for individual groups or departments and to perform data entry and maintenance on critical company databases. The PC Support Specialist is expected to be available at all times to assist in all other systems/operations functions. Excellent data entry skills. Strong background in PC training and support.

Job Opportunities Revised: December 14, 1988

Division	Title	*Publication* / Location	Contact Manager	Phone
IDG	Accountant/Bookkeeper	Framingham, MA	S. Perry	(508)875-5000
IDG	Payroll/Benefits Assistant	Framingham, MA	D. Thistle	(508)875-5000
IDG	Data Input Processor	Framingham, MA	M. Cometta	(508)875-5000
IDG	Staff Accountant	Framingham, MA	S. Perry	(508)875-5000
IDG	Legal Assistant/Paralegal	Framingham, MA	M. Shea	(508)875-5000
IDG	Credit Analyst (3)	Framingham, MA	S. Perry	(508)875-5000
ITI	P/T Market Research Executive Business Interviewers	Framingham, MA	S. Wilsmer	(508)872-2700
ITI	(3) Market Research Associate	Framingham, MA	S. Wilsmer	(508)872-2700
ITI	Vice President, Sales	Framingham, MA	S. Perry	(508)875-5000
IDC	Director, Survey Services	Framingham, MA	E. Ouellette	(508)872-8200
IDC	Director New Software Technology Consulting	Framingham, MA	K. McPherson	(508)875-5000
IDC	Senior Research Analyst	Framingham, MA	K. Kugal	(508)872-8200
CWPI	Copy Editor	*Computerworld*, Framingham, MA	S. Ulfelder	(508879-0700
CWPI	Typographer	*Computerworld*, Framingham, MA	C. Polack	(508879-0700
CWPI	Human Resource Assistant	Framingham, MA	P. Caplin	(508879-0700
CWPI	(2) West Coast Correspondent	*Computerworld*, Framingham, MA	B. Laberis	(508)879-0700
CWPI	PC Specialist	*Computerworld*, Framingham, MA	J. Pennett	(508)879-0700

CWPI	Director, Human Resources	*Computerworld*, Framingham, MA	M. Shea	(508)875-5000
CWPI	P/T Sales Clerk	*Computerworld*, Framingham, MA	P. McPherson	(508)879-0700
NWW	West Coast Correspondent	*Network World*, San Francisco, CA	J. Gallant	(415)546-7722
NWW	P/T Editorial Assistant	*Network World*, Framingham, MA	C. Tynan	(508)879-0700
NWW	West Coast Bureau Chief	*Network World*, Framingham, MA	J. Gallant	(508)879-0700
NWW	Telemarketer	*Network World*, Framingham, MA	J. Pinsky	(508)879-0700
NWW	Reprint Coordinator	*Network World*, Framingham, MA	C. Polack	(508)879-0700
DNP	Senior Writer	*Digital News*, Boston, MA	C. Sandler	(617)482-8470
DNP	Executive News Editor	*Digital News*, Boston, MA	C. Sandler	(617)482-8470
DNP	Senior Reporter	*Digital News*, Los Angeles, CA	C. Sandler	(617482-8470
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617)482-8470
PCW	Administrative Assistant	*Macworld*, San Francisco. CA	P. Navone	(415)546-7722
PCW	Art Director	*Macworld*, San Francisco, CA	J. Borrell	(415)546-7722
PCW	Senior Design Associate	*Macworld*, San Francisco, CA	D. McLeod	(415)546-7722
PCW	Assistant to the Editor-in-Chief	*Macworld*, San Francisco, CA	J. Borrell	(415)546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	A. Mello	(415)546-7722
PCW	Assistant Production Editor	*Macworld*, San Francisco, CA	J. Lagas	(415)546-7722
PCW	Production Editor	*Macworld*, San Francisco, CA	L. Camus	(415)546-7722
PCW	Circulation Assistant	*Macworld*, San Francisco, CA	L. Davidson	(415)546-7722
PCW	Research Assistant	*PC World*, San Francisco., CA	R. Ames	(415)546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415)546-7722
PCW	Human Resource Manager	*PC World*, San Francisco, CA	J. McGinnis	(415)546-7722
PCW	Renewal Billing Manager	*PC World*, San Francisco, CA	H. Martin	(415)546-7722
PCW	Direct Marketing Manager	*PC World*, San Francisco, CA	J. Bokar	(415)546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	V. Ritondale	(415)546-7722
PCW	Conference Manager	*PC World*, San Francisco, CA	S. Alsop	(415)546-7722
PCW	Account Manager	*Publish!*, Natick, MA	M. Browning	(508)879-0700
PCW	Account Manager	*Publish!*, San Francisco, CA	M. Browning	(415)546-7722
PCW	Administrative Assistant	*Publish!*, San Francisco, CA	O. Tsang	(415)546-7722
PCW	Administrative Assistant	*Publish!*, Los Angeles, CA	C. Luther	(213)312-8008
PCW	Art Director	*Publish!*, San Francisco, CA	S. Gubernat	(415)546-7722
IFW	PC Support Specialist	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602
IDGC/P	Advertising Sales Representative	*PC Resource*, Chicago, IL	T. Rousseau	(603)924-9471

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Debbie Thistle	(508) 875-5000
IDC	Elaine Ouellette/ Debbie Thistle	(508)872-8200
CW/NWW/DN/CIO/FCW	Pam Caplin	(508) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
PCW Communications	Janet McGinnis / Shelly Ginenthal	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

The *Job Opportunity Listing* is published on a weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1989

IDG will be holding New Employee Orientations for IDG, IDG/C, WEC and ITI employees on the following dates during 1989:

January 10
February 7
March 7
April 11
May 9
June 13
July 11
August 8
September 12
October 10
November 7
December 12

All orientations will be held from 9:30 a.m. to 11:00 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Patty Sanclemente at IDG, Human Resources, x425, to schedule for the December 1988 session.

In each *Human Resources News*, a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

MATCHING CONTRIBUTIONS PROGRAM

More benefits news!

IDG has developed a matching contribution form which is available at each Human Resources Division. Your recent Handbook Update outlines the revisions to the Matching Contribution Program.

Requests for matching contributions should be directed to the Human Resource Manager in each division, and are no longer submitted to Donald Young.

The following three steps describe the new matching process.

1. The employee should complete the Matching Contribution Check Request form, attach a copy of the cancelled check or receipt, and submit the entire four-part form to the Human Resource Manager.
2. Human Resources will forward a copy of the form to the employee upon approval. The minimum contribution that will be matched is $25. The maximum aggregate match per employee per year is $500.
3. Accounting will process a check and send a copy of the form along with the check to the charitable organization.

If you have any questions regarding the program or process, please contact your Human Resource Manager.

People
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Have you recently...

______ won a award?

______ made a speech?

______ completed a course?

______ been appointed or promoted to a new position?

______ participated in community activities"

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update

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____

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____

NAME ______________________

COMPANY ______________________

DEPARTMENT ______________________

PHONE/EXT. ______________________

ENGAGEMENT/MARRIAGES:

NAME ______________________

DEPT./TITLE ______________________

SPOUSE'S NAME ______________________

DATE ______________________

PLACE OF MARRIAGE ______________________

HONEYMOON? ______________________

BIRTHS:

NAME ______________________

DEPT./TITLE ______________________

SPOUSE'S NAME ______________________

BABY'S NAME ______________________

DATE OF BIRTH ______________________

WEIGHT, LENGTH, OF BABY ______________________

INDUSTRY REVOLUTION

Continued from page 1

form of PC technology; by 1993, that number would likely be well over 10 times larger!"

It was estimated by McGovern that by the year 2000 there would be 2.4 billion people who use computer-based systems regularly.

The current phase of development will mark itself as being one of the most important in the spread of the use of computer systems. This development is the use of technology to create integrated enterprise-wide information system networks which would allow the free flow of information between sections of an organization.

Today, via such networks, an estimated $1,000 billion in funds are exchanged among US financial institutions each working day, McGovern noted.

"Organizations are using relational database technology to create complete profiles of the product purchases and preferences of their customers from which they can extract the patterns that will guide their product development and sales efforts in the future," he said.

McGovern noted, "Many large corporations are currently handling a large proportion of their purchasing and invoicing by electronic document interchange, and are actively seeking to extend these activities."

In terms of geographical markets, McGovern said that although the U.S. had been the largest market, it would shrink relative to other areas.

Western Europe will be quite active, seeing its installed base of computers double by 1993, this would allow the region to command 34% of the world market by the year 2,000.

Eastern Europe, which features 16% of the world's population but only 1 percent of the world's information technology expenditure, will develop into a thriving market.

"South America's market will continue to develop, despite some pockets of inactivity; Africa and the Middle East will continue to be the most untapped market for computers; and Japan will increase its per capita expenditure for informative technology to an amount closer to that in the U.S. or Australia. Overall, the Far East will be the fastest growing major market for information technology during the next decade," McGovern concluded.

IDC RELEASES STUDY

Continued from page 1

management will be done by the user and how much will be automated by the operating system."

IBM will offer an open architecture for users in multivendor processing environments, as well as its own proprietary Systems Applications Architecture (SAA). The meaningful separation of the two, from IBM's point of view, is the customer's willingness to shoulder the costs and risks of system integration. The trade-off presented by IBM is vendor independence with open systems architecture, versus solutions with its own SAA.

To accomplish their objective, IBM has launched a massive SAA development effort. "IBM's challenge, as it unfolds the SAA umbrella, is to make its S/370 or AS/400 server MIPS and PS/2 requester MIPS the most attractive on the market," believes Peter Burris, editor of IDC's *Computer Industry Report*.

Ten new 3090 models, coupled with 45 new upgrade paths, offer a staggering array of options for the mainframe client. The new monarch among operating systems is MVS/ESA. ESA is specifically designed to provide efficient access to tremendous volumes of data (up to 16 terabytes) with a high degree of availability and integrity. DB2 version 2 under ESA is advertised as nearly 50% faster than DB2 version 1 under XA.

"IBM's major objective is to capture an organization's most important data with 'Big Blue's' most expensive machines," said Burris. "If the company is successful in delivering SAA and recently announced products, more than just its vastly different hardware product lines will be joined. The company will enjoy a singularity of purpose and direction not experienced since the early 1970s." o

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In Memoriam

Continued from page 2

rather how many she could persuade you to take.

Mary was fiercely loyal to IDC and to the many friends with whom she worked. She will be greatly missed and affectionately remembered by all employees who shared the honor of her friendship and company.

People

Brad Christenson, an IDC account executive for the northwest region has announced his engagement to Alice Bonsignore. The wedding date has been set for June 24, 1989. The couple plans to honeymoon in Europe.

Kim Pennett and her husband, Norman are happy to announce the birth of their son, Sean Norman Pennett. Sean was born on December 12, and weighed 6 lbs. 9 oz. Kim will return to her position in the Typesetting Department in February. This was their first child.

Jeff Pennett, systems director, was recently married in mid-November to his longtime girl friend, Ellen. The newlyweds were married in Holliston and honeymooned in Hawaii.

Lene Sekjaer, CW Denmark's chief art designer, was married last month on November 25, 1988 to Preben Kaersgaard in Copenhagen. The newly married and dedicated Lene, spent her honeymoon hard at work in the Editorial Department.

SKI SUGARBUSH

Members of "The Red House" ski house have both full and half shares available for the winter ski season. Dates are from December 1st through April 31, 1989. The house is accommodated with three baths, large kitchen, living room, plenty of parking, and a hot tub in the basement. The house is located only 7 minutes from Sugarbush's South Basin. If interested, call Bob at (508)-872-8200, 240.

10th Year Celebrated

Photo by Chuck Ladouceur

Diane Utano celebrated her 10th year with IDG this month. Diane was hired in 1978 as the accounts receivable clerk and bookkeeper. With dedication, Diane has held her position in the Accounting Department for the past ten years.

Prior to her employment at IDG, she worked as a nurse's aide at the Ross Worthern Home and as a secretary for Etchmatic, Inc.

IDG Communications BV, Amsterdam, will move to another office on Monday, December 19th, 1988. Their new address will be:

IDG Communications BV
Paulus Potterstraat 18
1071 DA Amsterdam
The Netherlands

All phone numbers, however, will remain the same.

Anniversaries

Ten Years
Jon Michael Lowe-Infoworld Publishing
Diane Utano-IDG
Patricia Navone-PC World Communications

Nine Years
Ken Wesley-LINK Resources

Seven Years
Charles C. Greco-IDC

Six Years
Stephen L. Josselyn-IDC
Cynthia Brown-PC World Communications
Adrian C. Mello-PC World Communications

Five Years
Katherine S. Whittemore-IDC

Three Years
Susan Gubernat-PC World Communications

Two Years
Roger Strukhoff-IDG Communications/Peterborough
Debra Guilfoyle-Infoworld Publishing
Stephen Reynolds-LINK Resources

IDG WORLD UPDATE

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Deborah Butler

Assistant Editor
Mary Dolaher

Art Director
Jim Suhre

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Susan Perry
Nancy Thayer
Ann Baker

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KNVB Inc.

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IDG

WORLD

UPDATE

VOLUME 18, NUMBER 41

DECEMBER 23, 1988

"Computers & You" Program Launched

PRIVATE GRANT BRIDGES "OPPORTUNITY GAP" TO COMPUTER TECHNOLOGY

Story on page 2

COMPUTERS & YOU

Continued from page 1

Framingham - Patrick J. McGovern, chairman of IDG, and David Bunnell, founder of IDG's PCW Communications, Inc., headquartered in San Francisco, have generated the required resources to transform an idea into a reality. They have pledged a combined total of $100,000 to establish a computer center in the Glide Memorial Church that will make technology available to the poor and disadvantaged.

McGovern and Bunnell officially presented a check to The Reverend Cecil Williams, pastor of Glide Memorial Church, on Sunday, December 11, 1988, during the 11 o'clock church service. The moment was significant because it marked the first effort by the industry to deliver the advantages of the computer industry to the disadvantaged. Reverend Cecil donated the entire sixth floor and took responsibility for staffing the new center.

Located in the 50-block "Tenderloin" neighborhood, downtown San Francisco, Glide Memorial is an old neighborhood Church that has served as a vital community center for almost 60 years. It provides food, shelter and assistance to the poor, elderly, homeless, and drug-dependent people in the area.

According to McGovern, "the newly etablished program, 'Computers & You' will help bridge the 'opportunity-gap' between the rich and the poor. Thanks to this program, a wide range of people will now have access to personal computers to enhance marketable skills."

The new center will offer computer classes and tutorials, using state-of-the-art personal computer technology to advance skills in reading, writing, math, language and basic problem solving.

"Giving people access to personal computer technology can give them options," Bunnell said. "Literacy, job skills, confidence, and a bigger picture than they might have had. It is a step along the road to have a skill that lands a paying job or sets one's sights a little higher than merely surviving another day." Bunnell hopes that the Learning Center will be first of many programs to place computers in the hands of those who are struggling economically.

"Computers & You" special advisory board includes: Adam Osborne, CEO of Paperback Software, Heidi Roizen, president of T/Maker Software, John Warnock, president of Adobe Systems, Inc., Warren Anderson, president of Anderson Soft-Teach, Patrick McGovern and David Bunnell.

The far-reaching "Computers & You" program is scheduled to start in February 1989. It will open to people of all ages and needs. Classes and tutorials, offered by volunteers, will range from basic computer training, such as wordprocessing and database management, to literacy skills development.

Most of computer hardware and software housed by "Computers & You" has been donated. It will include PCs, PC clones and Macintoshes, and a library of word processing, spreadsheet, database and communications programs, as well as educational software.

Most of all, in the eyes of a child, a computer is non-judgemental and non-threatening. In the view of McGovern, "a computer is something that pays attention to you, that doesn't ignore your wishes," he said. "A computer is a marvelous device to allow people to recover their intellectual vibrancy." ☐

INTERNATIONAL MARKETING SERVICES ANNOUNCES

GLOBAL MARKETING FELLOWSHIP PROGRAM

IDG Communications' International Marketing Services announces the establishment of Global Marketing Fellowships in 1989 designed to provide 6 months of in-depth training in the U.S. information industry and publishing market.

Candidates selected for the fellowships will acts as international sales representatives for IDG international publications as a member of International Marketing Services in the United States. The recipients will be given the opportunity to learn North American advertising and marketing practices as well as to expand their knowledge of the American marketplace.

In order to qualify, applicants must be fluent in English and currently employed in an advertising sales capacity in an IDG operating unit outside of the United States. Agreement must be made with their management that salary will be covered by their existing company as a training expense during the fellowship period in the United States. International Marketing Services will reimburse the recipients for their housing and travel expenses while in the United States.

After receiving approval from their country manager, qualified applicants should promptly send a letter of application and a resume (CV) to:

Frank Cutitta
President
International Marketing Services
5 Speen Street
Framingham, MA 01710 USA

FAX: 508-879-4681
E-mail: CWCLF/Cutitta

Deadline for applications will be 20 January 1989.

People
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Have you recently…

_______ won a award?
_______ made a speech?
_______ completed a course?
_______ been appointed or promoted to a new position?
_______ participated in community activities"

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update

____
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____

NAME ______________	DEPARTMENT ______________
COMPANY ______________	PHONE/EXT. ______________
ENGAGEMENT/MARRIAGES:	BIRTHS:
NAME ______________	NAME ______________
DEPT./TITLE ______________	DEPT./TITLE ______________
SPOUSE'S NAME ______________	SPOUSE'S NAME ______________
DATE ______________	BABY'S NAME ______________
PLACE OF MARRIAGE ______________	DATE OF BIRTH ______________
HONEYMOON? ______________	WEIGHT, LENGTH, OF BABY ______________

MULTI-NATIONAL TELECONFERENCE HELD

Washington D.C. - Communication Networks 1989 (CN '89) and the U.S. Department of Commerce sponsored a multi-national teleconference on December 7th, 1988. The teleconference was transmitted live to the U.S. embassies in London, Paris, Oslo, Bonn, and Milan. It was intended to promote the U.S. telecommunications industry abroad and encourage international buyers to participate in CN '89.

Each embassy invited local businesses and journalists to participate in this one-way video, two-way audio teleconference. On the same date a teleconference was being broadcast to U.S. embassies in Mexico City and Santiago.

Both hour-long teleconferences were transmitted via WORLDNET, the global satellite television service of the United States Information Agency.

The teleconferences communicated trends and new products in the telecommunications industry. Following brief opening remarks by the teleconference organizers, two keynote speakers, Dr. John McQuillan, one of the world's foremost authorities on telecommunications networks, and Dr. Howard Frank, Chairman of Network Management Inc. addressed two topics of international interest. Dr. McQuillan discussed, "Connecting Wide Area Networks with New Applications," and Dr. Frank addressed, "Technologies and Systems for Building and Managing Networks."

Following the speeches was a question and answer period. The response to the topics was so overwhelming that the interaction between the speakers and the audience continued until all topics were saturated. ❑

People

Tom Willmott has recently been appointed executive vice president of IDC. He will be working as a team with Tom Swithenbank, president of IDC, to improve and enhance all areas. They will jointly manage IDC's strategic planning, CIS products, and the Research staff.

Willmott's primary responsibilities will focus on the sales areas, customer relations, coordination of IDC's Asian units, product planning and the Instat relationship.

Willmott has been with IDC since 1981, he was hired as a research analyst and has held various positions in research and research management. His most recent position was senior vice president of Technology Services. However, Technology Services Group will now be known as IDC. Although the TSG name will be omitted, the current Technology Services organization will continue unchanged.

This structure is a step toward IDC's return to an integrated worldwide vendor and commercial user business. This strategy was a very successful achievement in the past and with the combined efforts of the IDC corporate staff, it will continue to be.

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Mike Schorfield has been appointed Director, Business Operations, for IDC Financial Services Corporation International.

The majority of Mike's responsibilities will include; representing and directing international salespeople, to act on behalf of Charlie Greco on all International Financial Services business issues not related directly to the creation, delivery, and support of the products abroad. All administrative activities and issues related to the business operation, such as contracts, local country agreements, invoicing, bookings, and revenues.

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Continued on page 4

Stuart Johnston, Northwest bureau chief for *Infoworld*'s editorial department was presented with two awards on October 22, by the Washington Software Association. Out of the five awards that were presented to *Infoworld*, Best Coverage of Washington Software Companies in a Weekly Publication and Best Local Reporting were presented to Johnston.

IDG WORLD UPDATE

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Deborah Butler

Assistant Editor
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Jim Suhre

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Contributing Editors
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CORPORATE MEMBERSHIP OFFER

It is the time of the year when health and well-being can be jeopardized by the elements. Futura Health & Racquetball Club has several programs for you to maintain your fitness and stay healthy. Futura offers two complete Nautilus Circuits, Free Weights, Aerobics classes, ten LifeCycles, Racquetball, Pool, Sauna, Steam, Whirlpool, nursery and more. They are now offering a Corporate Membership, all employees can belong to Futura for a one-time only registration fee of $99 and low monthly dues. If interested, please contact Tom Regan to set up an appointment. (508) 877-1823.

NEEDED: PLACE TO LIVE

German University student will be coming to work at IDC Framingham from March 1, 1989 to September 30, 1989 and needs a place to live. A shared house or apartment within the Framingham commuting distance would be ideal. Please contact Tim Caffrey at (508) 872-8200.

PEOPLE

Continued from page 3

Sue Slater will join Network World as junior graphic designer on the editorial staff.

Sue comes to Network World from the production department where she has been responsible for paste-up and production of reprints. Sue will now be managing those responsibilities exclusively for Network World, as well as working on graphics and backing up the art department. Please join us in welcoming her to the Network World staff. ❑

Anniversaries

Six Years
Steven P. Brown - Infoworld Publishing

Four Years
Olivia Tsang - PC World Communications

Three Years
Mari-Lynn Jackson - IDG Communications/Peterborough

Two Years
Ellen Cross - CW Publishing
John R. Watts - CW Publishing
Dusty Roady-Pedersen - PC World Communications